CITY OF LINCOLN
POLITICAL SIGN REQUIREMENTS

The City of Lincoln added Section16.03.030 (I) to their Municipal Code regarding temporary political signs. Ordinance 897B was approved on March 24, 2015 by the Council and became effective April 24, 2015. The Ordinance is attached for your review and compliance regarding temporary political signs.

RESPONSIBLE PARTY INFORMATION:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Alt Phone: _____

Sign Message: _____

Election Date: _____

No signs may be posted until (maximum of 60 days ***prior*** to election): _____

All signs will be removed by (maximum of 21 days ***after*** election): _____

$250 Deposit (Required for Signs 16 square feet or larger) Received Date: _____

☐ Check # ☐ Cash

Checks submitted will be processed and deposited by the City. Once all signs have been verified as having been removed, refunds will be issued *upon request.* Requests for refunds must be submitted within 60 days following Election Date show above.

Responsible Party acknowledges that *no later than* _____ (date) all political signs *must be* removed to the satisfaction of the City of Lincoln or risk citation or loss of deposit.

_____

Signature of Responsible Party **Date**

_____

City Clerk/Representative **Date**

Who will be placing/removing signs? (i.e.: Self, Volunteers,Contractor, etc.):

_____

*If a paid contractor or private business is hired to erect/remove temporary political signs, they must obtain a City of Lincoln business license prior to placing/removing any signs within the City.

Will a Contractor/Business be Placing/Removing Sign(s): □ Yes □ No

If Yes -Business Name: Contact/Phone:

Office Use Only: Business License verified: □ Yes □ No (*explain*)

Each location where signs with a total area of 16 sq. ft. or larger will be placed must have permission from the property owner or their agent, as well at permission for removal by the City is neccesary. Attach separate sheets for each location.

Please provide complete information for each location:

Property Owner Name: *Phone:

Property Owner Address:

Property Owner City/State/Zip:

Signs Size:

Sign Location:
(Please attach a map if available)

PROPERTY OWNER PERMISSION FOR CITY TO ENTER AND REMOVE SIGNS:

I, _____, property owner, do hereby grant permission to the

CITY OF LINCOLN to enter my property located at _____

to remove sign(s), if the abovenamed Responsible Party fails to remove signs within 21 days after the election

for which the signs were erected.

_____ _____
Signature Date

*In the event of an absentee property owner, a verification by phone will be required. Please ensure you have provided the correct contact phone number for the property owner/agent above.

Attachment: City of Lincoln Ordinance 897B

cc: City of Lincoln Code Enforcement Division
City of Lincoln Police Department

TEMPORARY POLITICAL SIGN PLACEMENT
PROPERTY OWNER CONSENT FORM

The following is required for ***each location*** where signs with an area of 16 square feet or larger are placed within the City limits including commercial private property or vacant land. No sign may exceed 32 square feet total. Consent form/map is ***not*** required for lawn signs placed on **occupied** residential lots.

Name of Candidate, Committee, Organization, Political Party or Measure:

_____

Location of sign: _____
(Please sketch or attach map if no address is available)

By signing below the property owner or authorized representative hereby gives consent for placement of temporary political sign(s) at the property listed above, and authorizes the City of Lincoln to enter the premises to remove sign(s) should the responsible party fail to do so within 21 days following the election for which signs were erected.

Property Owner or Authorized Representative:

_____
Name **(Required)**

_____
Contact phone, fax or email **(Required)**

_____
Signature

If no signature is available, please explain: _____

Date/Time verbal consent was given: _____
(Verbal consent must be verifiable)

cc: City of Lincoln Code Enforcement Division
City of Lincoln Police Department

CITY COUNCIL

ORDINANCE NO. 897B

AN ORDINANCE REPEALING AND RE-ENACTING TITLE 16 OF THE LINCOLN MUNICIPAL CODE – AS IT RELATES TO SIGNS

WHEREAS, Section 1.01.050 of the Lincoln Municipal Code provides for amendments to the Lincoln Municipal Code by the City Council; and,

WHEREAS, the Planning Commission held a public hearing on July 30, 2014 and took action to recommend approval of the Ordinance repealing and re-enacting Title 16 – Signs, of the Lincoln Municipal Code, to the City Council; and,

WHEREAS, a public notice describing the proposed amendments to the Lincoln Municipal Code relative to Title 16 – Signs was published in the Lincoln News Messenger, a newspaper of general circulation, in accordance with section 6061 of the California Government Code; and,

WHEREAS, the proposed amendments to the Lincoln Municipal Code Title 16 – Signs, are consistent with and implement policies of the City of Lincoln's General Plan; and,

WHEREAS, pursuant to Section 15061 (b)(3) of the California Environmental Quality Act and the Environmental Guidelines of the City of Lincoln, the proposed amendments are Categorically Exempt because they do not involve a particular project, application or activity and the proposed activity has no impact on the environment. Any future project, application or activity must satisfy the requirements of the California Environmental Quality Act on its own merits.

WHEREAS, the City Council has reviewed the amendments to the Lincoln Municipal Code Title 16 - Signs and conducted a public hearing.

THE CITY COUNCIL OF THE CITY OF LINCOLN DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. A Notice of Exemption has been approved for this project; and,

Section 2. Title 16 - Signs of the Lincoln Municipal Code is hereby repealed and re-enacted per Exhibit A, attached to this Ordinance; and,

Section 3. Within fifteen (15) days of its passage, this Ordinance shall be published once in the *Lincoln News Messenger*, a newspaper of general circulation within the City. In lieu of publication of the full text of the Ordinance within fifteen (15) days after its passage, a summary of the Ordinance may be published at least five (5) days prior to and fifteen (15) days after adoption by the City Council and a certified copy shall be posted in the office of the City Clerk, pursuant to Government Code Section 36933(c)(1).

PASSED AND ADOPTED this 24th of March, 2015, by the following roll call vote:

AYES: COUNCILMEMBERS: Short, Hydrick, Gilbert, Nader, Joiner

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

MAYOR

ATTEST:

CITY CLERK

Title 16

SIGNS

Chapters:

16.01	General & Administrative Provisions
16.02	Permanent Signs
16.03	Temporary Signs
16.04	Definitions

Chapter 16.01
GENERAL & ADMINISTRATIVE PROVISIONS

Sections:

16.01.010	Purpose and intent
16.01.020	Enforcement Authority
16.01.030	General Principles Governing Sign Regulations
16.01.040	Applicability; Permit required
16.01.050	Immediate Removal of Signs on Public Property
16.01.060	Exempt Signs
16.01.070	Prohibited Signs
16.01.080	Standards
16.01.090	Permit requirements and procedures
16.01.100	Violation-Penalty
16.01.110	Nonconforming signs

16.01.010 Purpose and intent. The City Council finds as follows:

A. The purpose of this title 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. The regulations established by this title 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 title, 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.

C. Intent as to public forum. The city declares its intent that not all City Property shall function as a public forum, unless some specific portion of City Property is named herein as a public forum of one particular type; in such case, the declaration as to public forum type shall apply strictly to, and only to the specified area and for the specified time period.

D. The purposes of these limitations and requirements are to:

1. Safeguard and protect the public health, safety, and general welfare, and advance the goals, policies, and strategies of the city's General 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 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. Promote the public health, safety, and welfare by setting reasonable, non-arbitrary, and nondiscriminatory standards and procedures to facilitate the improvement and protection of the environment by prohibiting the misuse and/or proliferation of signs.

E. This title 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 title.

16.01.020 Enforcement authority.

A. The Community Development Director or designee (hereinafter known as 'Director') for purposes of this Title is authorized and directed to enforce all provisions of this Title.

B. Any violations of this title shall be subject to enforcement remedies, penalties, and abatement provided by the city's Municipal Code, including, without limitation, Chapters 1.16 through 1.18, inclusive, and Chapter 8.08, and state and federal law. Each sign and each day a violation exists is considered a separate violation when applying criminal, civil or administrative penalties. Except where necessary for the immediate protection of the public peace, health, safety, or welfare, no enforcement action shall be taken under this Title unless the person alleged to be violating the provision of this Title is given not less than five days' written notice to cease the violation. Such notice shall be given in person or by mail to the record owner of the property upon which the violation exists.

C. In adopting this title, the city acts in its proprietary capacity as to City Property, as defined herein, within the city. This title is adopted in accordance with the freedom afforded to cities pursuant to the city's general and police powers; California Constitution Article XI, Section 7; California Government Code sections 65000, et seq., 65850(b), 38774, and 38775; Business and Professions Code sections 5200, et seq., 5230, and 5490, et seq.; Penal Code section 556; and other applicable state laws. The provisions of this title constitute the "City Sign Ordinance."

D. Any person dissatisfied by an act or determination of an official of the city relating to the enforcement or interpretation of this title may appeal such act or determination to the City Planning Commission, and thereafter the City Council, as provided for under Chapter 18.94. The fee for such appeals shall be established by resolution of the City Council.

16.01.030 General principals governing sign regulations.

A. Regulatory Interpretations. The city shall apply this title in a content-neutral manner. The noncommunicative aspects of all signs shall comply with the regulations and standards set forth in this title. "Noncommunicative aspects" includes regulations that do not relate to the content of the sign, including for example, the time, place, manner, location, size, height, illumination, spacing, and orientation of signs.

B. Planned Development Districts/Sign Criteria. In addition to the sign regulations set forth in this title, each planned development and other areas of the city with approved sign criteria, may have additional or separate regulations for signs in its plan area. Where those Planned Development Districts do not regulate signage, these provisions shall apply.

C. Substitution of noncommercial message. In each instance and under the same conditions to which this title permits any sign, a sign containing an ideological, religious, or other noncommercial message shall be permitted wherever a commercial message is permitted.

D. Content Neutral. 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.

E. 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.

F. 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 title attach to and travel with the land or other property on which a sign is mounted or displayed.

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

16.01.040 Applicability; Permit required.

A. General. This title shall apply to all property and land within the City of Lincoln.

B. Permit Requirement. A sign permit is required prior to the installation or display of any sign, except those exempt signs described herein, and the signs that expressly do not require a permit. It is unlawful for any person, firm, organization, or corporation that owns, operates, controls, rents, or leases property or land in the city 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 title.

C. Signs must be permitted or exempted. Unless specifically authorized by this title or other applicable law, no signs may be displayed on City Property, except in or on a traditional public forum or a forum so designated by the City, and in accordance with this title. Any unauthorized sign posted on City Property may be summarily removed by the city as a trespass and a public nuisance.

16.01.050 Immediate removal of signs on City Property.

Removal. Any lettering, advertisement, card, poster, sign, or notice of any kind placed on City Property or on any curb, sidewalk, post, pole, lamp post, hydrant, bridge, tree, or other surface located on City Property in violation of the provisions of this chapter, or any sign that constitutes an immediate peril to persons or property, may be removed without prior notice by any officer or employee of the city designated to do so by the Community Development Director. The cost of removal and of any damage to City Property resulting from the placement or removal of a sign under this subsection shall be charged to the person who placed the sign or caused the sign to be placed.

16.01.060 Exempt Signs.

The following signs described in Table 1 do not require a sign permit provided the sign meets the stated conditions. Signs that do not require a sign permit are not counted towards sign area:

TABLE 1 – Signs Exempt from Sign Permit Requirement

Exempt Sign	Conditions
Address Signs	House numbers and nameplates not exceeding three square feet in area; business numbers not exceeding ten square feet in area.
Construction Site Signs	One sign per property not exceeding 16 square feet identifying contractors, owners, designers, lenders, etc., for projects under construction on that property.
Government and Community Signs	Traffic control signs; Legal/Public Notices; Street Identification Signs; Utility Signs; Directional or Instructional Signs.
Interior Signs	Any sign not visible from another lot of record or from a public right-of-way.
No Trespassing/ No Parking Signs	Must be posted in compliance with federal, state, and local laws.
Parking Lot Signs	A total maximum area of three square feet per sign. The sign locations shall be within 20 feet of a driveway or other ingress/egress to private property.
Real Estate Signs	Real estate signs as authorized by Civil Code section 713, et seq.
Signs Required by Federal or State Law	Signs required for compliance with the Americans with Disabilities Act (ADA), etc., or legal notices posted pursuant to law or court order.
Temporary Noncommercial Signs - Residential	1. Duration - 45 calendar days per event. 2. Up to 6 times per calendar year. 3. Size. 12 square feet, not to exceed 4 feet in height. 4. Quantity. Two per private property.
Temporary Noncommercial Signs - Nonresidential	1. Duration – 45 calendar days per event. 2. Up to 6 times per calendar year. 3. Size. For a property with street frontage of less than 60 feet: a total of 16 square feet; for a property with street frontage of 60 to 100 feet: a total of 32 square feet; for every 100 feet of street frontage thereafter, the property may have an additional 32 square feet of signage. No taller than 6 feet in height for any sign. 4. Location. On the building face, or outside of the allowed setback.
Vehicle Signs	1. Signs on licensed commercial vehicles, provided such vehicles are not used or intended for use as portable signs for general advertising for hire. 2. Vehicles which display an advertisement or business identification of its owner, as long as such vehicle is engaged in the usual or regular work of the owner, and not used merely, mainly or

	primarily to display advertisements; or, 3. Advertisements on buses or, taxicabs.
Advertising Statuary	1. Not exceeding four feet in height or 24 inches in width. 2. If located in the public right of way, an encroachment permit is required.
Pennant/Bunting	Temporary, made of durable fabric or canvas, can be displayed for up to 10 consecutive days.
Bulletin Boards	Not exceeding eight square feet in size
Grave stones and grave markers	Must comply with Federal and State requirements.
Time & Temperature signs	Not exceeding eight square feet in size. The square footage counts towards the overall allowed signage.
Manufacturer's marks	Including but not limited to signs on vending machines, gas pumps, etc., not exceeding four square feet in size.
Memorial Signs, symbols, insignias, or tablets	Names of buildings, dates, commemorative plaques, identification emblems, etc. that do not encroach into the public right-of-way.
Wayfinding Signs	Destination and directional signage to guide visitors to primary and secondary attractions in the City.
Service Club Signs	Community signage, such as community bulletin boards, service club signs, and information sign kiosks
Window Signs	1. Window signs shall not cover more than 35 percent of the area of the window. Total signage placed on any window may not include unused signage amounts allowable for other windows. 2. Window sign area shall not be considered in computing the maximum allowed building signage.

16.01.070 Prohibited Signs.

A. Unless otherwise expressly authorized by this title, no person shall mark, post, paste, print, paint, nail, tack, or otherwise fasten or leave a card, banner, handbill, sign, sticker, poster, or advertisement or notice of any kind or cause the same to be done, on City Property.

B. Unless otherwise noted in this Title, the following signs in Table 2 are prohibited in all zones, and are subject to abatement by the City of Lincoln:

TABLE – 2 - Prohibited Signs

Feather Sign, Feather Banner, or Feather Banner Sign. All forms of Feather Sign, Feather Banner, or Feather Banner Sign are prohibited in all zones.
Free standing signs installed or placed in the public right-of-way (excludes Government and Community Signs, and A-frame signs).
Animated Signs (includes mannequin signs).
Flashing Signs.
Use of a banner sign as a permanent sign.

Permanent Off-site Signs.
Signs placed or maintained so as to interfere with free ingress to or egress from any door, window, 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 pedestrian or vehicular traffic.
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.
Mobile messaging signs or mobile billboards parked upon any street, parking lot, or other public place where the public has the right of travel.
Balloon signs.
Air dancer sign.
Roof signs.
Abandoned signs.
Obscene signs.
Any sign not expressly allowed by this title is expressly prohibited.

16.01.080 Standards. All signs that are not exempt shall comply with the requirements of this title, in addition to any other applicable requirements.

A. Placement of Signs.

1. Commercial signs shall be located on the property on which the product, service, or other commercial activity which is being advertised is located.

2. All signs that are located in, or project over, or into the public right-of-way must conform to this title, and are subject to an encroachment permit.

3. Building signs shall be placed so as not to project above the roofline, 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 site distance triangle as denoted in the City's Design Criteria and Procedures Manual and the Public Facilities Improvement Standards.

5. Freestanding signs shall be set back a minimum of three feet from any property line.

B. Construction Standards.

1. All signs shall be constructed in accordance with applicable requirements of Lincoln Municipal Code section 15.04, Uniform Construction Codes, and the California Building Code.

2. Permanent signs shall be constructed of durable materials.

C. Maintenance. All signs shall be maintained in a substantially like-new condition. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign. When signs are removed the façade behind the sign shall be repaired and painted to match the building.

16.01.090 Permit requirements and procedures.

D. Except as otherwise provided by this title, no sign (permanent or temporary) shall be installed, erected or displayed until the Director has determined that its design and placement comply with all requirements of this title and has issued a sign permit to the applicant of the sign.

E. 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.

F. No permit is required for changing only the copy of an existing permitted sign, provided: (a) there are no changes to the sign structure or cabinet, and (b) the area of the sign is not being enlarged.

D. 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.

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 Lincoln Municipal Code Chapter 15.04, Uniform Construction Codes, and California Building Code.

F. Disqualification. A sign permit application will not be approved under any of the following circumstances:

1. A sign permit will not be approved if the applicant has installed a sign in violation of the provisions of this title. At the time of submission of the application, the applicant shall legalize or remove the sign in violation.

2. A sign permit will not 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 remedied at the time of the application, unless the noncompliance is proposed to be cured as part of the proposed new sign.

3. A sign permit will not be approved if the applicant has not obtained any other applicable required permit(s).

4. A sign permit will not be approved if the applicant has an outstanding unpaid balance for prior City services.

16.01.100 Violation-Penalty.

G. Violation of this title shall be a misdemeanor, but may be charged as either a misdemeanor or an infraction in the discretion of the prosecuting attorney. Notwithstanding any other provision of this title, the City may also remedy violations of this Title through administrative code enforcement provisions.

H. Abatement as Nuisance. Any sign or billboard, erected, altered or maintained contrary to the provisions of this title, is unlawful and a public nuisance. The city attorney shall, upon order of the city council, immediately commence action or proceedings for the abatement and removal and enjoinment thereof in the manner provided by law. The remedies provided for herein shall be cumulative and not exclusive.

16.01.110 Legal Nonconforming signs.

A. Legal 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 title.

B. A legal nonconforming sign shall lose its status as a nonconforming sign if any of the following occurs:

1. The sign is relocated or replaced;

2. The structure, height or size of the sign is altered in any way except towards compliance with this title. Face changes and normal maintenance are allowed and not considered alienation; or

3. The sign structure is damaged or destroyed by more than fifty percent of its value at the time of damage or destruction.

Chapter 16.02

PERMANENT SIGNS

Sections:

16.02.010 General Provisions
16.02.020 Standards for Specific Sign Types
16.02.030 Digital freeway sign program

16.02.010 General Provisions

A. Unless otherwise stated, the following regulations apply to private property. It is the intent of this limitation to prohibit the use of exterior signs for the general advertisement of products or services having no relation to the premises upon which they are placed.

TABLE 3 – Regulations for Permanent Signs:

Type	Zone/Use	Number	Max Dimensions
Freestanding			
	Developed R-1, R-2, and R-3 - noncommercial institutional uses, no illumination	One per frontage	16 sf, up to six feet in height
	Developed Business-Professional	One per frontage	20 sf, up to six feet in height
	Developed Commercial, Highway-Commercial, Light-Industrial, or Industrial	One per entrance or frontage	64 sf, up to 14 feet in height
Billboard			
	Undeveloped or Developed, C or I	One per lot	See billboard Section 16.02.020(A)
Building Sign			
	Developed Residential R-1, R-2, and R-3 for noncommercial institutional uses	One per building	One square foot per one linear foot of frontage
	Developed Business Professional	One per street frontage	One square foot per one linear foot of frontage
	Developed Commercial, Highway-Commercial, Light-Industrial, and Industrial	One per street frontage	Two square feet per one linear foot of frontage

16.02.020 Standards for specific sign types

A. Billboards. Billboards may be approved in compliance with the following requirements:

1. Location. Billboards may be approved within nonresidential zones (excluding open space) along Highway 65.

2. Distance between billboards. The minimum distance to another legal billboard, as measured along the centerline of the roadway is 1,500 feet.

3. Permits. Operating agreements, a conditional use permit, and building permit(s) are required.

4. Height limit. The sign shall not exceed a maximum height of twenty-five feet.

5. Sign face. The sign face shall not exceed a maximum size of 250 square feet.

B. Freestanding signs. The following standards apply to freestanding signs where allowed.

1. Separation. Multiple signs shall be separated by a minimum of seventy-five feet to ensure adequate visibility for all signs. This requirement may be waived if the locations of existing signs on adjacent properties would make the seventy-five-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 the traffic site distant triangle, as determined by the Director.

3. Street address. To assist emergency response personnel in locating the site, freestanding signs shall contain an illuminated street address plate. Numbers shall be a minimum of six inches in height. Street address numbers shall not be included in calculations of allowed sign area.

4. Setback requirements. A freestanding sign shall be set back a minimum of three feet from the property line.

5. Landscaping. A freestanding sign shall be designed and constructed with accent landscaping at the base of sign to the approval of the Director.

C. Service station signs. Service station signs shall comply with the provisions of California Business and Professions Code Section 13531. Additional signs advertising the price of each grade of gasoline may be placed on each gasoline pump or beneath any canopy which is over the gasoline pumps.

D. 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.

E. 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 eight foot height limit and be located adjacent to the drive-through lane on private property.

16.02.030 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 Title 16. 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 sign's 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 conditionally permitted use.

C. No digital freeway signs shall be conditionally permitted until 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 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, information, and public safety; (iii) the provision of access to the appropriate agencies for the purpose of displaying "Amber Alert" messages and emergency-disaster communications; and (iv) to establish quality and maintenance standards.

D. All digital freeway signs shall require approval of a conditional use permit and be subject to design review consistent with the Lincoln Municipal Code.

E. Minimum Display Time. Each message on the sign must be displayed for a minimum of eight seconds.

F. Maximum Face Size. Each face of the sign will be no larger than 14 feet by 48 feet in dimension (total 672 square feet) plus framing. Digital freeway signs are exempt from the area limitations in section 16.01.060, Permanent Signs.

G. Illumination Standards. Each display must have a light sensing device that will adjust the brightness as ambient light conditions change. Digital freeway sign illumination and distance requirements shall be determined during the discretionary review process. The most current and restrictive technology to measure digital freeway sign illumination shall be required when measuring standard.

H. 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. 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 this subsection. The city shall expedite any required approvals for technology that is superior in energy efficiency over previous generations or types.

I. 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.

J. 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.

Chapter 16.03

TEMPORARY SIGNS

Sections:

16.03.010 Purpose
16.03.020 Permit
16.03.030 Temporary Signs

16.03.010 Purpose. The City Council finds that temporary signs are necessary to further the goals and objectives of the City's General Plan.

16.03.020 Permit. All temporary signs, unless otherwise noted herein, require the issuance of a temporary sign permit (which may require issuance of an encroachment permit).

16.03.030 Temporary signs. Unless otherwise stated, the following regulations apply on a per-lot basis:

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

1. Individual homes or a vacant lot for an individual home is permitted one on-site freestanding real estate sign not to exceed six square feet in area and six feet in height. One off-site freestanding real estate sign not to exceed six square feet in area and six feet in height is also permitted with the consent of the off-site real property owner.

2. All other property either developed or vacant is permitted one on-site freestanding real estate sign for every 1,000 lineal feet of street frontage or portion thereof, not to exceed 32 square feet in area and six feet in height per sign. One off-site freestanding real estate sign for every 1,000 lineal feet of street frontage or portion thereof, not to exceed 32 square feet in area and six feet in height per sign, is also permitted with the consent of the off-site real property owner.

3. Real estate signs shall be removed upon sale or lease of the property.

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

1. Such signs shall be displayed only while an open house is actually in progress, and a residence is actually open to prospective buyers at all times while the sign is displayed. Signs shall be removed by sunset of the day on which the open house is held. No such sign shall remain on display between sunset and sunrise.

2. Such signs shall be freestanding, and shall not exceed six square feet per face. Each sign may have a maximum of two faces.

3. Maximum height shall be four feet.

4. Signs shall not be located within the site distance triangle as denoted in the City's Design Criteria & Procedures Manual and the Public Facilities Improvement Standards.

5. No open house directional sign shall be placed on vehicles of any kind.

6. No temporary open house directional sign shall be placed on City property.

C. Subdivision Identification and Directional Signs. On-site subdivision identification signs may be allowed with sign permit approval, in compliance with the following standards:

1. A maximum of three 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 75 feet;

2. The area of each sign shall not exceed 24 square feet;

3. Sign height shall not exceed six feet;

4. The signs shall not be illuminated; and

5. 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.

D. Subdivision directional signs, off-site. Off-site signs providing directions to a new subdivision may be allowed with a sign permit, and shall comply with the following standards:

1. A maximum of three off-site signs may be located on private property (not within any public right-of-way);

2. The total area of each sign shall not exceed 32 square feet;

3. The height of each sign shall not exceed eight feet;

4. The signs shall not be illuminated;

5. 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 occurs first;

6. The signs shall not affect pedestrian or vehicular safety;

7. 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

8. The signs shall be located within five miles of the exterior boundary of the subdivision.

E. On-Site Project Development Signs. Project identification signs of current and pending development applications are allowed with a sign area of up to thirty-two square feet and a six-foot height limit on the property to be developed. For purposes of this section, Project Development signs mean the name of the development, location, and way finding directions.

F. Field Sponsorship Signs. Temporary sponsorship signs located on City recreation fields and facilities.

1. The purpose of field sponsorship is to provide the City of Lincoln and other local non-profit youth organizations a means to generate revenue by selling sponsorship banners for display at the facilities they predominately use for their programs and play a role in maintaining.

2. Sponsorship under this program will include the placement of banners expressly set forth herein, but shall in no way entitle the sponsor or permitted organization to additional rights of use or access, or ownership in any way, of any facility.

3. By permitting temporary field sponsorship signs at City owned or operated recreation fields or facilities, the City is not creating an unlimited public forum for free expression or speech at these locations. Any and all temporary field sponsorship signs located and permitted at City owned or operated recreation fields or facilities shall comply with the following standards:

i. The signs shall be reasonably suitable for viewing by all ages,
ii. The signs shall not contain nudity,
iii. The signs shall not contain sexual images,
iv. The signs shall not contain depictions of violence,
v. The signs shall not advertise businesses primarily associated with adult-related products or services, such as tobacco products, alcohol products, or adult-oriented businesses,
vi. The signs shall not contain any obscene, indecent or profane images or language, including, but not limited to, those indecent words that were the subject of the case F.C.C v Pacifica Foundation, 438 U.S. 726 (1978)

4. General Provisions

i. No individual, including sponsors, shall have the authority to move or otherwise alter a displayed banner in any manner unless that individual is acting under the direction of the City of Lincoln.
ii. Banners displayed at ball fields shall be limited to outfield fencing facing the field of play and to backstop areas. Banners displayed at other permitted locations shall be limited to fencing that faces the programming area.
iii. No banner shall exceed 32 square feet.

5. Permitted Locations
i. Wilson Park softball fields
ii. Larry Costa Field at McBean Park
iii. Foskett Regional Park softball fields
iv. McBean Pool

G. Temporary Business Advertising Signs. Temporary business advertising signs will be allowed to be placed on a business for a maximum timeframe of ninety (90) days.

1. Businesses shall be limited to two advertising signs per business.

2. A temporary business advertising sign shall not be freestanding and shall only be affixed to the façade of the building including canopies or awnings. Banner signs shall not be affixed to any other permanent or temporary structures, including freestanding walls, fences, and utility poles.

3. Banner signs shall not extend above the roofline or parapet of the building.

4. The total maximum square footage allowed for a temporary business advertising sign is 32 square feet.

H. A-frames and portable sidewalk signs. A-frame and portable sidewalk (hereinafter known as 'portable signs') signs shall not be located in such

a manner as to create a traffic safety issue by blocking sight visibility from a city street or private driveway and be subject to the following requirements:

1. One portable sign shall be permitted per business.

2. Each portable sign shall not exceed a width of thirty inches. Portable sign height shall be limited to forty-eight inches. Portable sign height shall be measured perpendicular from the placement surface to the highest point of the portable sign. Both sides of the portable sign will be permitted display surface.

3. The portable sign shall be constructed of professional quality materials (stenciled plywood is prohibited).

4. Portable signs shall be located on private property (or in the public right-of-way as noted under #5 of this section), which may include privately owned commercial property landscape setbacks. Portable signs are prohibited in the public right-of-way including medians and sidewalks, and shall not block accessible paths of travel or inhibit sight distance for ingress and egress.

5. Portable signs in the public right-of-way - the Applicant shall procure an Encroachment Permit and furnish and maintain in full force and effect throughout the term hereof, a policy or policies of liability and property damage insurance, with a reputable insurance company. Such insurance shall be approved by the Director as to limit, form, and amount. The Applicant shall provide the City with a certificate of said insurance coverage, naming the City as an additional insured and provide coverage in the amount as established by the City. Failure to maintain the appropriate insurance will be grounds for the revocation of the permit authorizing the placement of signage within the public right-of-way.

6. The City Engineer reserves the right to change any permitted portable sign location that in his/her opinion is a sight visibility problem.

I. Political Signs. Notwithstanding any other provision of this Title, temporary political signs pertaining to an election to any public office or ballot measure shall be subject to the following requirements:

1. No sign shall exceed 32 square feet.

2. No sign shall be place on public property or within any public right-of-way.

3. No sign shall be erected earlier than 60 days prior to the election to which it pertains, and shall be removed within 21 days after such election.

4. No sign shall be placed on private property without the permission of the property owner. Signs with areas 16 square feet or larger will require

written permission from the property owner, and the property owner shall also provide written permission to allow the City to enter the property and remove the sign(s), if the responsible person on organization fails to do so. For signs 16 square or larger, if the property owner is absentee, written permission will not be required provided the sign is placed based on verbal agreement of the property owner or authorized designee, and the person placing the sign(s) provides the City with the name and contact information of the person giving permission and the date the permission was obtained.

5. No signs shall be erected until the responsible person or organization has placed a $250 refundable deposit with the City Clerk's Office. This deposit, less any charges for removal of unlawfully placed signs, shall be refunded if the signs are removed within 21 days after the election for which the signs were erected. For signs 16 square feet or larger, at the time the deposit is made, the responsible person or organization shall provide the City Clerk's Office with a map showing the locations of the signs and provide copies of the private property owner's written permission for the erections and removal of the signs or the information required based on verbal agreement to place the signs. The map shall be updated within three working days if additional signs are placed.

6. Private businesses, whose business is placing political signs, shall acquire a business license from the City of Lincoln before placing any signs within the City limits. Private businesses hired to place signs within the City limits are required to follow the terms of this ordinance. Private businesses that do not obtain a business license or violate the terms of this ordinance may be subject to fines of up to $1,000.00.

Chapter 16.04

DEFINITIONS

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

"A-Frame Sign" means a sign that is designed to be moveable and is not structurally attached to the ground, a building or any other sign; and generally has an 'A' shape, or vertical orientation with a base.

"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 60 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 60 days. Such abandonment shall include negligent or intentional conduct such as failure to pay taxes or permit fees, or failure to maintain the sign.

"Advertising statuary" 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 or letters.

"Air Dancer Sign" means an inflatable device comprising a long tube attached to a fan which causes the tube to move in a dancing or flailing motion. Airdancers are generally called an inflatable tube or a moving figure, such as "windyman", "skydancer", "tube man", and "flyguy".

"Animated Sign" means any sign 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. Animated Signs include mannequin signs.

"Area of Window" means the total square footage of all glass areas of a storefront. This would include all areas of glass windows, doors, side lights and transoms, fixed or operable, located on any elevation of the building.

"Balloon Sign" means a sign made of flexible material or fabric that is made to take on a three-dimensional shape (to blow up like a balloon) when filled sufficient volume of air or gas. Commonly used as a temporary sign for special events or promotions.

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

"Billboard" means a sign which meets one or more of the following criteria:

1. A permanent sign structure which is used for the display of off-site commercial messages;

2. A permanent sign structure which constitutes a principal, separate, or secondary use, as opposed to an accessory use of the parcel on which it is located;

3. An outdoor sign used as advertising for hire, e.g., on which display space is made available to parties other than the owner or operator of the sign or occupant of the parcel (not including those who rent space from the sign owner, when such space is on the same parcel or in the same development as the sign), in exchange for a rent, fee, or other consideration; or

4. An off-site outdoor advertising sign on which space is leased or rented.

"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.

"City Property" means real property owned by the City which may include parks, developed or undeveloped properties, easements, dedications and rights-of-way.

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

"Commercial Speech" is speech expressed on behalf of a company or individual for the intent of making a profit. It is economic in nature and usually has the intent of convincing the audience to partake in a particular action, often purchasing a specific product.

"Community Sign" means a multi-sided sign structure with a unified design theme accommodating individual directional sign panels; also referenced as a "kiosk."

"Community Event" means an event that is open to the public and occurs at a specific place, time, and date(s), hosted by a public agency or a community service organization, which occurs within the area established by the adopted City of Lincoln Sphere of Influence.

"Community Service Organization" means a nonprofit organization which holds events that are open to the public and located within the City's Sphere-of-Influence.

"Content Neutral" means time, place and manner regulations: consistently applicable non-discriminatory sign regulations that specify, without reference to the content of the message, when, how and where a sign can be displayed, with physical standards, such as but not limited to height, size and location, that allow the sign to be readable.

"Developed Lot" means a lot or parcel containing 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 Community Development Director of the City of Lincoln or 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 or rigid 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 an 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.

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

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

"Institutional Uses" means a nonprofit, educational, hospital, museum, public, or religious use (for example, church, public or private library, or school) or a government-owned or operated land use or structure used for a public purpose.

"Mobile Messaging Sign or Mobile Messaging Billboard" means any off-site sign which is attached to or painted on a vehicle, the principal purpose of which is general advertising, directing people to a business or activity. This section is not intended to apply to standard identification practices where such signs are temporarily or permanently attached to business vehicles that are in working conditions and are used regularly in the business or activity.

"Noncommercial Sign/Message" means any sign with a message that is not commercial in nature and which is designed to express political speech, religion, arts, science, the environment, and commentary on governmental policy. Noncommercial signs shall also include Community Event Signs.

"Nonresidential Sign" means any sign that is not residential in nature. Such signs may relate to a church (churches are allowed in R-districts) sign either on the building or freestanding.

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

"Obscene sign" means a sign that contains "obscene matter" as defined by Penal Code Section 311.

"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.

"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.

"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 A-Frame signs;

3. Menu and sandwich board signs, or

4. 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. Also called blade sign.

"Public Forum" means City-owned parks, the surfaces of city-owned streets and, subject to the limitations set forth herein, sidewalks forming the city's vehicular and pedestrian circulation system. Sidewalks and associated rights-of-way located along the outside perimeter of the City Hall Complex are included within this definition. Specifically excluded from this definition, and in no way to be construed as a traditional public forum, is the interior of the City Hall Complex. As of the effective date of this title, the City Hall Complex consists of three buildings, internal roads and sidewalks, parking lots, a parking structure, adjacent recreation areas (inclusive of Memorial Park located east of the Historic City Hall), and pedestrian grounds.

"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.

"Right-of-Way" means the area or those areas dedicated for public use for public streets and sidewalks, including but not limited to, roadways, parkways, alleyways, sidewalks, medians, and landscape planter areas.

"Roofline" 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.

"Service Club Signs" means community signage, such as community bulletin boards, service club signs, and information sign kiosks which the design and locations are determined by the Director.

"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 title and Chapter 16.02, 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, gravestones, 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 45 calendar days per year (cumulative, per parcel or use) and which do not include commercial advertising messages;

8. 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;

9. Mass transit graphics. Graphic images mounted on duly licensed and authorized mass transit vehicles that legally pass through the city;

10. News racks and newsstands;

11. 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);

12. Shopping carts, golf carts, horse-drawn carriages, and similar devices; any motorized vehicle which may be legally operate upon a public road is not within this exclusion;

13. 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.;

14. Temporary Business Advertising Sign. A banner sign that is re-locatable, removable, and otherwise not permanent or affixed to a structure when used only for grand openings, promotional events, sales or advertising for a limited duration. This does not include the use of balloon signs, flags or pennants.

15. 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;

16. Vending machines, automated intake devices, and product dispensing devices which do not display offsite commercial messages or general advertising messages;

17. Window displays. The display of merchandise in a store window, when such merchandise is offered to the public for sale.

"Sign Area" means the area of a sign with borders and/or background is measured by a single continuous perimeter enclosing the exterior limits of the border or background. 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.

"Sign Height" means the vertical distance measured from the highest point of the sign to the upper surface of the grade beneath the sign. Unless otherwise defined herein.

"Special Event Sign" means any sign which is erected on a temporary basis and advertises the sale of new products, new management, new hours, new service, promoting a special sale/event, including grand openings/closings, promotional sales, change of business address, change of ownership or lessee, business anniversaries, seasonal events, and/or holiday-oriented sales.

"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 materials, and its installation with ordinary hand tools, is not physically suitable or intended for long-term display.

"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 section 5490 are presumed to have a useful life of 15 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.

"Wayfinding Sign" means destination and directional signage to guide visitors to primary and secondary attractions in the City and the placement and design of such signs is determined by the Director.

"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.