

## CHAPTER 6: SIGN REGULATIONS

### Section

- 10-6.01 Purpose
- 10-6.02 Definitions
- 10-6.03 Permit procedures
- 10-6.04 Exempt signs
- 10-6.05 General provisions
- 10-6.06 Temporary signs
- 10-6.07 Residential district; signs permitted
- 10-6.08 Commercial and industrial district; signs permitted
- 10-6.09 Automobile service station signs
- 10-6.10 Signs in the highway commercial area
- 10-6.11 Signs in designated zones
- 10-6.12 Enforcement
- 10-6.13 Abandoned signs

### § 10-6.01 PURPOSE.

This chapter is adopted in recognition of the important function of signs and of the need to safeguard and enhance the economic and aesthetic values of the city through the regulation of such factors as size, location, and illumination of signs, and thereby promote the public health, safety, and general welfare.

('61 Code, § 10-6.01) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81)

### § 10-6.02 DEFINITIONS.

***AIR INFLATED SIGN.*** Any and all objects distended with ambient or gas.

***AREA OF DESIGNATED SIGNS.***

(1) *Ground signs.* The sign area shall include the entire surface area of the face of the sign, excluding therefrom necessary non-illuminated supports, superficial column areas, or uprights beneath the highest portion of sign.

223

224

### Madera - Planning and Zoning

(2) *Wall signs and projecting signs.* The entire area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem, or any figure or similar character, together with any frame or other material or color

forming an integral part of the display or used to differentiate such sign from the background against which it is placed.

(3) If a sign consists of module letters only, and such letters are separated a minimum distance of 1½ times the wider of the individual module letters, the space between such letters shall not be included when computing the sign area. For example, individual letters 2 x 2-foot in size = 4 sq. ft., 6 letters = 24 sq. ft.

**COMBINATION SIGN.** Any sign incorporating any combination of the features of ground, roof, or projecting signs. Often termed *FIN SIGN*.

**FLASHING SIGN.** Any sign incorporating intermittent electrical impulses to a source of illumination, or alternating colors, in a manner which created the illusion of flashing, excepting time and temperature signs and rotating barber shop poles.

**FREEWAY SIGN.** Any sign within 300 feet of the freeway and a minimum of 50 feet in height.

**FRONTAGE.** Sides of a building, except that no building shall be credited with more than three frontage sides for sign purposes.

**GROUND SIGN.** Any sign which is wholly or partly supported by a structural element which is not an integral part of a building. This definition includes pole signs, free standing signs, and pylon signs.

**INTEGRATED DEVELOPMENT.** Any group of two or more contiguous parcels approved by a precise site plan procedure or building plan approval upon which a development is contemplated, all under the same ownership.

**PROJECTION.** The distance which a sign extends beyond a building face, or a ground sign extends beyond a public property line.

**READERBOARD.** Any sign with a changeable copy, except theater marquees and service station price signs.

## Sign Regulations

225

**SIGN.** Any writing (including letter, word, or decoration), emblem (including device, symbol or trademark), flag (including banner or pennant), or any other device, figure, or similar character which:

(1) Is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on, a building or other outside structure or device; and

- (2) Is used to announce, direct attention to, identify, or advertise; and
- (3) Is intended to be visible from outside the building or structure.

**SIGNS ATTACHED TO A BUILDING.** A sign attached to, and wholly supported by, the wall of a building. This definition includes wall and projecting signs.

**WALL SIGN.** A sign attached parallel to the exterior wall of a building, not projecting more than 18 inches therefrom, except as provided in the Uniform Sign Code, including painted on signs.

**WIND SIGN or DEVICE.** Any sign or device in the nature of a series of two or more banners, flags or other objects, fastened in such a manner as to move upon being subject to pressure by wind or breeze.  
(‘61 Code, § 10-6.02) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81; Am. Ord. 501 C.S., passed 3-17-88)

### **§ 10-6.03 PERMIT PROCEDURES.**

(A) In addition to any other permits which may be required by the Uniform Codes or Municipal Code, a permit shall be issued by the Planning Director for any signs erected, painted, relocated, or reconstructed in any zoning district, excepting those exempt by § 10-6.04.

(B) No permit shall be required for changing of the advertising copy or message, painting, repainting, or cleaning of an approved advertising structure, unless such activity involves the replacement, reconstruction, or relocation of the sign.

(C) Applications for sign permits shall be made on forms prescribed by the city. The application shall be filed with the Planning Director together with a fee in an amount established by resolution of the City Council. If an application is made by other than the owner of the property where the sign is to be located, the Planning Director shall notify the record owner of his or her responsibilities under § 10-6.11.

(D) Each application for a sign permit shall be accompanied by the following:

- (1) Name, address, and telephone number of applicant and property owner.

(2) Scaled drawing of plot plan, including location, type, size, and elevations of existing and proposed signs on building structures or lot. Also to be shown are legend, color scheme, type of illumination, method of attachment, material

composition, and other information which may be needed to determine that the provisions of this code are met.

(E) The Planning Department shall review all sign permit applications for conformance with the Sign chapter and other applicable city codes and ordinances. The Planning Department shall approve the application as submitted, approve the application with modifications or conditions, or disapprove the application.

(F) The applicant may appeal any decision of the Planning Division to the Planning Commission if the sign application proposed:

- (1) Is shaped to resemble any human, animal, or product form;
- (2) Is three-dimensional;
- (3) Contains more than one product identification;
- (4) Emits sounds or is designed to emit sounds;

(G) Any decision appealed from, or referred to, the Planning Commission shall be filed with the Planning Division together with such fee as may be established by resolution of the City Council. This fee is not in lieu of other additional fees which may include a sign structural permit which is issued by the Building Division.

(H) After approval or conditional approval of the sign application, the Planning Division shall deliver the application to the Building Division for compliance with applicable City Building and Electrical Code requirements. ('61 Code, § 10-6.03) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 323 C.S., passed 9-17-79; Am. Ord. 379 C.S., passed 9-14-81; Am. Ord. 483 C.S., passed 10-21-87; Am. Ord. 652 C.S., passed 3-6-96)

#### **§ 10-6.04 EXEMPT SIGNS.**

The following signs and devices shall not be subject to the provisions of the chapter:

(A) Notices placed by a governmental body or public utility, required to be maintained by law.

(B) Memorial tablets or plaques placed by recognized historical agencies.

(C) Flags of the national or state government.

(D) Non-electric signs within recreational facilities, open air theater, or arena.

(E) Portable and/or temporary signs within a building, designed and located to be viewed exclusively by patrons of such use or uses.

(F) Real estate pennants used for an open house activity.

(G) Non-electric or electric convenience signs which facilitate traffic flow and safety, such as entrance, exit, caution, parking, right or left turn only, stop, and the like, provided the signs do not exceed six square feet in area.

(H) Yard sale signs not exceeding 12 square feet, and displayed for a period not exceeding three days.

(I) House numbers and house name plates.  
(‘61 Code, § 10-6.04) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81)

**§ 10-6.05 GENERAL PROVISIONS.**

The following general provisions shall be applicable to all signs:

(A) *Limitations on placement of signs.*

(1) *Near street intersections.* No sign or portion thereof shall be erected at the intersection of public streets within the triangular area formed by a line connecting points 20 feet from the intersection of projected street property lines, in any R or IP zone, unless the same is less than 42 inches or more than eight feet above curb grade, and its means of support has a horizontal cross-section of not more than 24 inches.

228

**Madera - Planning and Zoning**

(2) *Within setback area.* No sign or portion thereof shall be erected at the intersection of public alley line or driveway within the triangular area formed by a line connecting points ten feet from the intersection of projected alley lines or private driveway in any R or IP zone, unless the sign is less than 42 inches in height, or at least eight feet above grade to the lowest portion of sign, and its means of support has a horizontal cross section of not more than 24 inches.

(3) No sign or portion thereof shall be erected within any setback being future street right-of-way, unless an agreement is recorded against the property, as approved by the City Attorney, stipulating that the sign will be removed at the request of the city and at no expense to the city upon street widening, copies of which shall be filed with

the Building and Engineering Departments prior to the issuance of a building permit.

(B) *Hazardous signs.* All signs shall be governed by the following provisions:

(1) No person shall place, maintain, or display upon, or in view of, any highway any unofficial sign, signal, or device, or any sign, signal, or device which purports to be, or is an imitation of, or resembles an official traffic sign or signal, or which attempts to direct the movement of traffic, or which hides from view any official traffic sign or signal.

(2) No person shall place, maintain, or display upon, or in view of, any highway any light of any color of such brilliance as to blind or dazzle the vision of drivers upon the highway, nor shall any light be placed in such position as to prevent the driver of a vehicle from readily recognizing any official traffic sign or signal.

(3) Every such prohibited sign, signal, device, or light is declared a public nuisance, and the Planning Director is authorized and empowered without notice to remove the same, or cause the same to be removed, or to bring any action as provided by law to abate such nuisance.

(C) *Obstruction of signs.*

(1) No portion of any sign or of its supports shall be so placed that it will interfere with human exit through any window or any room located above the first floor of any building.

(2) No sign or portion of a signal shall be placed on any public right of way in such a manner which obstructs such public right-of-way. Any such sign is declared a public nuisance and may be removed by the Planning Department, Building Official, or any other designated official. Such sign may be claimed by the owner after payment of the cost of removal. Cost shall be set by the Department of Finance (minimum of \$25 cost).

(3) No person shall exhibit, post, or display upon any sign any statement or symbol of an obscene or immoral nature, or any picture, illustration, or delineation of the human figure in such detail as to offend the public morals or decency.

(4) No item of merchandise shall be used as a sign, except as may be permanently incorporated into a sign structure.

(5) Animated signs, flashing signs, and signs alternating in color are prohibited in all districts, except time and temperature signs and rotating barber poles. ('61 Code, § 10-6.05) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-

14-81)

**§ 10-6.06 TEMPORARY SIGNS.**

(A) *Signs requiring permit.* Signs requiring a temporary sign permit include, but are not limited to:

(1) Grand opening signs and signs advertising special events and advertising of activities sponsored by non-profit organizations, which may be displayed for an aggregate period not to exceed 30 days.

(2) Air-inflated signs may be utilized for a maximum of four events per year provided that the total use of the signs does not exceed an aggregate of 30 days per calendar year. All such signs shall be reviewed for placement on site, may not affect required parking or circulation, and may not be located in public rights-of-way. The signs are not restricted in terms of size, message area, or projection above roof line provided, however, any air-inflated sign attached to, or upon, a structure shall have been approved by the Building Official.

(3) In commercial, industrial, and undeveloped residential areas, one temporary non-electric real estate sign not to exceed 32 square feet in area for each 600 lineal feet of street or freeway frontage with a maximum height of eight feet and a setback of ten feet from the property line, or, one temporary non-electric real estate sign not to exceed 64 square feet in area for each 1,200 lineal feet of street or freeway frontage with a maximum height of 15 feet and a setback of ten feet from the property line. Such permits shall be limited to no longer than 12-month periods; provided, however, the Community Development Director may, upon application and good cause therefor, extend the period in which the permit will be operative.

(B) *Signs not requiring permit.* Permits are not required for the following signs; however, they may be regulated in regard to size, number, location, length of time displayed, and by the Uniform Sign Code:

(1) Construction signs, and, except in those areas where a permit has been granted or applied for under paragraph § 10-6.06(A)(3) of this section for a real estate sign, temporary non-electric real estate signs, not exceeding six square feet per street frontage in developed residential areas, or 20 square feet to a maximum height of eight feet and setback of ten feet from property line in commercial, industrial, and undeveloped residential areas.

(2) Signs associated with seasonal businesses such as Christmas tree lots, provided the sign shall be removed whenever the business ceases or upon a total aggregate period of 60 days.

(C) *Signs requiring bonds.* Circus or carnival posters or signs advertising coming events may be permitted to be erected and may be maintained for a period of not more than 60 days. At the time of securing a permit for holding any circus or carnival, the permittee shall be required to file a cash or security bond in favor of the city with the City Clerk. Such bond shall be in the amount of \$100, guaranteeing the removal of such signs or posters within five days after the close of the circus, carnival, or happening of the event.

('61 Code, § 10-6.06) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81; Am. Ord. 501 C.S., passed 3-17-88; Am. Ord. 545 C.S., passed 3-22-90)

### **§ 10-6.07 RESIDENTIAL DISTRICT; SIGNS PERMITTED.**

Signs in residential district zones other than those signs exempted by § 10-6.04 shall conform to the following provisions:

(A) *Special provisions.*

- (1) No sign shall project beyond the existing or proposed street property line.
- (2) No sign shall have or consist of any moving, rotating, or otherwise animated part or (if permitted to be illuminated) any flashing, blinking, fluctuating, or otherwise animated light.
- (3) No sign shall extend above the roof line of a building to which it is attached.
- (4) No sign shall be permitted for any home occupation.
- (5) No sign shall be illuminated in such a manner as to be disturbing to any adjacent residential district.

(B) *Types of signs permitted.*

(1) *Neighborhood identification signs.* Two signs shall be permitted at each entry point in connection with any single-family residential neighborhood comprising not less than two acres, or one sign per street frontage for a multiple family apartment development of not less than ten units, not exceeding an area of ten square feet.

(2) *Ground and wall signs in R-3.* Ground and wall signs in R-3 (conditional uses as allowed by § 10-3.702 (D)(E)(F) shall conform to the following: one sign shall be permitted for each parcel of record and street frontage not exceeding an area of 24 square feet and not exceeding a height of 15 feet above finished grade.

(3) One sign not exceeding 24 square feet in area or 15 feet in height for each recorded subdivision or construction project, provided such sign is removed when the project is completed. Extension of six months may be granted by the Planning Commission.

('61 Code, § 10-6.07) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81)

231

## **Sign Regulations**

### **§ 10-6.08 COMMERCIAL AND INDUSTRIAL DISTRICT; SIGNS PERMITTED.**

Signs in C-1, C-2, and I Districts, other than those exempted by § 10-6.07 shall conform to the following provisions:

(A) *Special provisions.*

(1) One portable sign including, but not limited to, a sandwich board, "A" board, movable free-standing, bench, and wind signs shall be permitted for each 200 lineal feet of frontage or fraction thereof, but in no case shall be placed within the public right of way or within 20 feet of a street intersection, nor block or limit access to, and from, required off-street parking.

(2) Permanent signs placed on, or in, any window shall not obscure more than 20% of the total area of such window.

(3) The aggregate area of all ground, combination, and projecting signs established by and located on the total street frontage shall not exceed an area equal to 1½ square feet for each lineal foot of front street frontage and ½ square foot for each lineal foot of side-street frontage, not to exceed a maximum aggregate of 350 square feet.

(4) A height distance of 20 feet shall be maintained between any ground, projecting, or combination sign erected perpendicular to the face of the building, measured from the top of the lower sign to the bottom of the upper sign.

232

## **Madera - Planning and Zoning**

(5) No sign shall be illuminated in such a manner as to be disturbing to any adjacent residential district.

(6) All ground signs shall be installed in permanently maintained and landscaped areas. The area of landscaping shall be equal to the area of the face of the sign.

(7) No sign shall extend above the roof line of a building to which it is attached.

(B) *Types of signs permitted.*

(1) *Ground signs.*

(a) *Number.* One sign shall be permitted for each 200 lineal feet of frontage thereof abutting a street. Signs shall be permitted upon parcels of less than 200 feet of frontage as follows:

1. One sign abutting a street frontage for each development if the development is integrated as defined in § 10-6.02(H).

2. One sign abutting a street frontage for each parcel separately owned and developed if the development is not integrated as defined in § 10-6.02(G). For example: *Street A.* 1½ sq. ft. of sign per lineal frontage of lot. Allowable sign area = 150 sq. ft.; *Street B.* ½ sq. ft. of sign per lineal frontage of lot. Sign area = 100 sq. ft.; Total allowable sign area = 250 sq. ft.

(b) *Area.* Except as provided in §§ 10-6.05 and 10-6.08(A)(3), signs shall not exceed the areas defined as follows: signs in all C-1, C-2, and I districts shall not exceed an area of one square foot for each lineal foot of frontage abutting a street with a maximum allowance of 100 square feet.

(c) *Height.* In any C-1, or C-2 zone, the maximum height of ground signs shall be 20 feet or the height of the adjacent roof line, whichever is greater. In the I zone the maximum height of ground signs shall be 50 feet. (Variances may be applied for as per Chapter 10 of the Zoning Chapter.)

## Sign Regulations

233

(d) *Projection.* Signs may project over a public right of way in accordance with the Uniform Sign Code.

(e) *Placement.* Ground signs placed near the intersection of two streets at an angle to be read from two different street frontages shall be a minimum of 100 feet from another ground sign on the same property, measured horizontally.

(2) *Attached signs.*

(a) *Number.*

1. One wall sign per building frontage shall be permitted for each commercial enterprise occupying a single common space or suite.

2. Two accessory wall signs shall be permitted on building frontages facing abutting streets.

(b) *Area.* Except as provided in § 10-6.05, signs shall not exceed the areas defined as follows:

1. A. Wall signs on building frontages facing abutting streets shall be based on the following formula:

<i>Building Frontage</i>	<i>Maximum Total Area Front Wall Sign</i>
First 100 feet	1.5 square feet per lineal foot, plus
101 - 200 feet	.25 square feet per lineal foot, plus
201 - 300 feet	.05 square feet per lineal foot, plus
301 feet, plus	5% of front wall area

B. For the purpose of this chapter, no building story shall be deemed to exceed 12 feet in vertical height (See diagram).

234

**Madera - Planning and Zoning**

Area of building wall (10' x 48') = 480 square feet; allowable sign area = 1.5' x 48' = 72 square feet.

2. A. Wall signs on building frontages not facing abutting streets shall be based on the following formula:

<i>Building Length</i>	<i>Maximum Total Area Side Wall Sign</i>
First 100 feet	1.0 square feet per lineal foot, plus
101 - 200 feet	.25 square feet per lineal foot, plus
201 - 300 feet	.05 square feet per lineal foot, plus
301 feet, plus	5% of front wall area

B. For the purpose of this chapter, no building story shall be deemed to exceed 12 feet in vertical height (See diagram).

3. Accessory wall signs shall not exceed an area of 20 square feet per sign and shall be deducted from the sign area of the main wall sign.

4. Projecting signs shall not exceed an area of 25 square feet or a five-foot projection, and shall be limited to the downtown area (as designated by the downtown parking district).

5. A sign permit may be granted through a use permit by the Planning Commission for additional attached sign area for a non-residential business having a gross floor area in excess of 25,000 square feet provided such sign(s) identifies only the business name and logo, and the sign(s) is found to be complimentary to the structure. Sign area granted under divisions (B)(2)(b)1. and 2. of this section in excess of 150 square feet and 100 square feet shall be added to the aggregate area allowed for the business under division (A)(3) of this section.

(c) *Projection.* Signs may project from the face of the building in accordance with the Uniform Sign Code to a maximum of five feet. Signs not exceeding a face height of 18 inches may be placed upon the street face or suspended from a projecting marquee, awning, or canopy, provided the lowest portion of the sign is a minimum of eight feet above grade level.

1996 S-2

235

### **Sign Regulations**

(d) *Placement.* The sign area allowed by virtue of a given building frontage shall be located on the same building frontage.

(e) *Readerboards.* Readerboards must be attached to either a wall sign or freestanding sign identifying the business and shall be limited in area to ½ the total area of the freestanding or wall sign to which it is attached.

('61 Code, § 10-6.08) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81; Am. Ord. 515 C.S., passed 2-2-89; Am. Ord. 545 C.S., passed 3-22-90; Am. Ord. 610 C.S., passed 1-5-94; Am. Ord. 652 C.S., passed 3-6-96)

### **§ 10-6.09 AUTOMOBILE SERVICE STATION SIGNS.**

The following shall apply to automobile service stations:

(A) Two signs comprised of identification signs, premium stamp signs, credit card signs, tire signs, and/or price signs may be attached to the face of the building or to light poles, sign poles, canopy poles, provided the signs are established a minimum of eight feet above grade and do not exceed an area of eight square feet per face or an aggregate area of 16 square feet.

(B) One permanent affixed price sign or changeable copy sign (or combination thereof) not exceeding an area of 20 square feet shall be permitted. The above

described price sign may be attached to the permitted identification ground sign. ('61 Code, § 10-6.09) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81)

#### **§ 10-6.10 SIGNS IN THE HIGHWAY COMMERCIAL AREA.**

(A) Signs in the Highway Commercial Area (as delineated on the General Plan) other than those signs exempted by § 10-6.04 shall conform to § 10-6.08, Commercial and Industrial District, except for the following provisions in 10-6.10(B).

(B) One freeway sign of 100 square feet (50 square feet of which is deductible from the total sign package) shall be permitted for each business with a minimum lot area of 20,000 square feet. The allowable freeway sign area is in addition to the maximum allowable sign area in § 10-6.08. The maximum allowable height will be increased to 65 feet if the sign support is constructed to identify more than one business.

('61 Code, § 10-6.10) (Ord. 379 C.S., passed 9-14-81; Am. Ord. 652 C.S., passed 3-6-96)

#### **§ 10-6.11 SIGNS IN DESIGNATED ZONES.**

(A) *Professional Office zone.*

(1) One square foot of sign area per two feet of linear occupancy frontage to 30 square feet maximum. Signs may be freestanding (six feet high); wall mounted, or combination.

1996 S-2

236

#### **Madera - Planning and Zoning**

(2) In addition, each office building is permitted 12 square feet of sign area to identify the office complex.

(B) *Restricted Commercial zone.*

(1) The aggregate area of all signs shall be as follows:

(a) *Single business per parcel.* One square foot of sign area for each lineal foot of front street footage and ½ square foot for each lineal foot of side-street footage.

(b) *Group of businesses per parcel.* One and one-half square feet for each lineal foot of building frontage plus sign area on a ground sign within the limits specified for ground signs.

(2) The following types of signs shall be permitted within the provisions of the aggregate sign area permitted under § 10-6.11 (A)(1):

(a) *Ground signs.* One ground sign shall be permitted for each parcel. The maximum sign area shall be 30 square feet and the maximum height shall be eight feet. Ground signs shall be set in a landscaped area as specified in § 10-6.08(A)(6).

(b) Attached signs as provided for in § 10-6.08(B)(2).

(c) *Portable signs.* One portable sign per business with the maximum sign area of nine square feet when placed within a landscaped area outside of the public right-of-way and at least 20 feet from any street intersection and ten feet from any alley or driveway.

(C) *West Yosemite Avenue overlay zone.* The protection of the character of the streetscape is the purpose of the WY overlay zone. Signage is to be kept to a minimum to protect the streetscape while allowing for adequate identification. Placement of signs is governed under § 10-6.05(A) of this chapter except as otherwise specified in this section. The following sign criteria is established:

(1) *Ground signs.* One non-illuminated double-face ground sign for each parcel subject to the following provisions:

(a) *Maximum sign area and dimensions.* Ground signs may not exceed eight square feet in area. The message area, including background area, shall not exceed a vertical height of two feet. The maximum sign height shall not exceed four feet above average ground level.

(b) *Sign placement.* Perpendicular to the street; a minimum of three feet behind sidewalk.

(c) *Street number.* Every ground sign must incorporate the street number into the message area. Such numbers may not be less than four inches in height and must be compatible with the style of the sign message.

(d) *Letters.* Routed or raised-wood letter; color is at the option of the applicant/owner.

(2) *Wall/window sign.* One wall or window sign not exceeding three square feet in area for each business at each major business entrance door.

(3) *Directional sign.* To encourage maximum use of the off-street parking located at the rear of a parcel, a directional sign not exceeding two square feet shall be

provided adjacent to the driveway or in conjunction with the ground sign. The materials shall be compatible with those of the ground sign and the sign height shall not exceed four feet.

(4) *Nonconforming signs.* Signs which become nonconforming upon application of the West Yosemite zone shall be brought into compliance at the time of any change to the sign other than routine maintenance.

(D) *IP zone.* Parcels in the IP zone shall be permitted a maximum of two signs, with a total aggregate surface area of 250 square feet but not to exceed 150 square feet per sign. The maximum sign height shall be 15 feet. Signs shall only identify the on-site operation and products.

('61 Code, § 10-6.11) (Ord. 379 C.S., passed 9-14-81; Am. Ord. 515 C.S., passed 2-7-89)

#### **§ 10-6.12 ENFORCEMENT.**

(A) The Planning Department shall be the official department responsible for the enforcement of this chapter. In the discharge of his or her duty, the Planning Director shall have the right to enter on any site for the purpose of investigation and inspection. The Planning Director may serve notice requiring the removal of any sign or sign structure in violation of this chapter on the owner or his or her authorized agent, on a tenant, or on any architect, builder, contractor, or other person who commits or participates in any violation. The Planning Director may call upon the City Attorney to institute necessary legal proceedings to enforce the provisions of this chapter and the City Attorney is authorized to institute appropriate actions to that end. The Planning Director may call upon the Chief of Police and his or her authorized agents to assist in the enforcement of this chapter.

(B) *Existing signs.*

(1) Every sign lawfully in existence on the date of adoption of this chapter shall not be repaired, altered, or moved if destroyed more than 50% of its assessed value, (except for normal repair and maintenance), unless it be made to comply with all provisions of this chapter.

(2) The following non-conforming signs shall be discontinued and completely removed, altered, or converted to conforming status within six months after the effective date of this chapter:

(a) Signs which flash or alternate in color, excepting time and temperature signs and rotating barber poles.

(b) Abandoned signs.

(c) Billboard signs.  
(‘61 Code, § 10-6.12) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81)

238

**Madera - Planning and Zoning**

**§ 10-6.13 ABANDONED SIGNS.**

Any sign located on property in the city relating to any business, person, activity, or other matter formerly connected with, or conducted upon, the property or in a building or buildings on the property, which the business or activity has been discontinued for a period of 180 calendar days or more, or any sign which was erected, painted, or placed for a former occupant or business or activity which has been discontinued for the 180-day period and is unrelated to any sign which pertains to a time or event or purpose which has passed or no longer exists, shall be presumed an abandoned sign and shall be removed within 30 days after such abandonment. Any person owning property upon which any sign which by the foregoing definition is presumed abandoned is located, may apply to the Planning Department of the city for a permit to continue the maintenance of the sign structure upon a showing that all identification of the premises, services, or goods available thereof have been eliminated from the sign, that the sign is in conformity with all other requirements of this chapter. (‘61 Code, § 10-6.13) (Ord. 287 C.S., passed 2-2-78; Am. Ord. 379 C.S., passed 9-14-81)