

## **Proposed Language for Length of Time for Compliance**

*“All commercial and business park temporary real estate signs must be brought in to compliance with the provisions of this section within six (6) months from the adoption of this Chapter.”*

## **Proposed Language for Commercial and Business Park Real Estate Signs**

Option 1: Require a sign permit for a temporary sign as originally envisioned but reduce the size and height of each sign from the existing sixteen (16) square feet (4 ft. by 4 ft.) and six (6) feet in height to nine (9) square feet (3 ft. by 3 ft.) and four (4) feet in height.

*“Commercial and industrial real estate signs. Commercial and industrial properties may have sale, lease or rental signs on the following basis:*

- a. One (1) sign per parcel, or*
- b. One (1) sign per street frontage.*

*Signs shall not exceed three (3) feet by three (3) feet, or a total of nine (9) square feet in area or four (4) feet in height if attached to the ground by a pole(s) or other support structure. Wall or window signs shall not exceed two (2) feet by two (2) feet, or a total of four (4) square feet in area.*

*Permits for commercial and industrial real estate signs shall expire six (6) months from the date of issuance or upon completion of the sale, lease or rental of the property, whichever occurs first. Such signs shall be removed within seven (7) days after the property is sold or rented or the offer for sale or rent is terminated. The property shall be deemed to be sold upon the close of escrow.*

*Each sign shall be designed and located in a manner satisfactory to the Director. No commercial and industrial real estate sign shall be illuminated and no banners are allowed*

Option 2: Limit the amount of time a real estate sign can be placed on a property in any one year period to four (4) times a year not to exceed 30 consecutive days and if additional time is needed, require the construction of a permanent sign structure. A sign could remain beyond 30 days to a maximum of 120 days with a corresponding decrease in the number of times per year a sign would be allowed (i.e. if the sign is in place for 120 consecutive days, only 1 display a year would be allowed or if a sign is displayed for 90 consecutive days, only 2 additional displays (30 days each) would be allowed, etc.) If an additional sign was needed within a one year period, a permanent sign structure would be required.

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*The display of such signs attached to the ground shall be limited to a maximum period of thirty (30) consecutive days not to exceed a total of four (4) displays per year. Signs may be allowed beyond thirty (30) consecutive days up to a maximum of 120 days a year with a corresponding reduction in the amount of time such sign is allowed per year. If additional signs are needed beyond the maximum allowed in any one year period, all future signs attached to the ground shall be displayed on a permanent sign structure designed consistent with the design of the center or building on which the real estate sign is placed. Such signs shall be removed within seven (7) days after the property is sold or rented or the offer for sale or rent is terminated. The property shall be deemed to be sold upon the close of escrow.*

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*Option 3:* Require each shopping center and multi-tenant business park to construct a permanent sign structure designed consistent with the design of the center on which the real estate signs could be placed and reduce the allowed sign area and height.

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Option 4: Leave the provision as currently recommended by the Planning Commission but direct staff to return to the Council within 6 months to report on whether the provision has been successful in reducing the number of temporary signs in the City. At that time, further revisions could be made to the code if the Council deemed appropriate.

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