

ORDINANCE NO. 1922

AN ORDINANCE OF THE LODI CITY COUNCIL AMENDING LODI
MUNICIPAL CODE TITLE 17 – DEVELOPMENT CODE – BY
REPEALING AND REENACTING CHAPTER 17.34, "SIGNS," IN ITS
ENTIRETY

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BE IT ORDAINED BY THE LODI CITY COUNCIL AS FOLLOWS:

SECTION 1. Lodi Municipal Code Title 17 "Development Code" is hereby amended by repealing and reenacting Chapter 17.34, "Signs," in its entirety, and shall read as follows:

CHAPTER 17.34 - SIGNS

Sections:

- 17.34.010 Purpose of Chapter.
- 17.34.020 Applicability.
- 17.34.030 Sign Permit Requirements.
- 17.34.040 Prohibited Signs.
- 17.34.050 General Requirements for All Signs.
- 17.34.060 Zoning District Sign Standards.
- 17.34.070 Standards for Specific Types of Signs.
- 17.34.080 Exceptions to Sign Area Standards.
- 17.34.090 Sign Maintenance.
- 17.34.100 Nonconforming Signs.
- 17.34.110 Violations and Abatement.
- 17.34.120 Judicial Review.
- 17.34.130 Sign Design Guidelines.

17.34.010 - Purpose of chapter.

The city finds that signage, regardless of content or purpose, draws the visual attention of the public, and thereby creates a traffic safety hazard and degrades the aesthetic quality of the environment. The regulations established by this chapter are intended to address these issues by regulating the placement, quality, materials, size, and number of signs allowed within the city, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- A. Enhance commerce within the community by providing for signs that will allow the public to easily identify uses and premises, and regulating signs on the basis of their physical design, location, and proportions;
- B. Preserve and enhance the aesthetic, traffic safety, and environmental values of the community, and commercial, office, and industrial districts, while at the same time providing a channel of communication to the public;
- C. Limit commercial signage to on-site locations to keep the proliferation of this signage to a more aesthetic proportion, and protect existing businesses from visual encroachment from new signage on neighboring properties;
- D. Avoid traffic safety hazards to motorists and pedestrians caused by visual distractions and obstructions;
- E. Promote the aesthetic quality of the community by providing for signs that enhance the attractiveness of the city as a place to live, work, and shop; and
- F. Safeguard and protect the public health, safety, and general welfare.

17.34.020 - Applicability.

- A. Signs Regulated. The requirements and development standards in this chapter shall apply to all signs in all zoning districts except signs that are less than thirty-three percent of a window surface.
- B. Applicability to Sign Content. The provisions of this chapter do not regulate the message content of signs (sign copy), regardless of whether the message content is commercial or noncommercial.

17.34.030 - Sign permit requirements.

No sign shall be installed, constructed, or altered unless it is first approved in compliance with this section.

- A. Fees and Plans Required. An application for a sign permit shall be filed and processed in compliance with Chapter 17.50 (Application Filing and Processing). The application shall also include architectural elevations and plans of all proposed signs drawn to scale, with all dimensions noted, and include any additional information and materials as required by the department.
- B. Design Review and Approval. The director shall review all sign permit applications and approve only those found to be in substantial conformance with the design review criteria provided in Section 17.34.050 (General Requirements for All Signs). The director may require conditions of approval as are reasonably necessary to achieve the purposes of this chapter.

The director may refer sign permit applications to SPARC for action, either on the individual sign permit, or as part of a development project that is otherwise subject to SPARC review.

- C. Master Sign Program.

- 1. When Required. A master sign program shall be approved by the director (or by SPARC upon referral by the director) prior to the issuance of any sign permit for:
 - a. A new nonresidential project with four or more tenants; and
 - b. Major rehabilitation work on an existing nonresidential project with four or more tenants that involves exterior remodeling. For the purposes of this chapter, major rehabilitation means adding more than fifty percent to the gross floor area of the building/buildings, or exterior redesign of more than fifty percent of the length of any facade within the project.

All signs installed or replaced within the nonresidential project shall comply with the approved master sign program.

- 2. Content of Program. A master sign program shall provide standards for the uniform style, size, placement, and color palette of signs within the proposed nonresidential project.
- 3. Revisions. Revisions to a master sign program may be approved by the director if he or she first determines that the revision is minor and that the intent of the original approval, and any applicable conditions are not affected. A new sign permit shall be obtained for revisions that would substantially deviate from the original approval.
- D. Time Limit for Action. A sign permit or a master sign program shall be approved or disapproved by the review authority within fifteen working days of the application being accepted as complete in compliance with Section 17.38.060 (Initial Application Review). A sign that is submitted in full compliance with an approved master sign program shall be approved within five working days of the application being accepted as complete.
- E. Signs and Sign Changes Allowed Without a Sign Permit. The following do not require a sign permit, provided that they comply with Section 17.34.050 (General Requirements for All Signs), and any required building permit is obtained.
 - 1. Nonstructural Modifications and Maintenance.

- a. Modifications or replacement to a face of a cabinet sign.
 - b. Nonstructural modifications of the face, design, or color of an existing sign, provided that the modifications comply with any applicable master sign program approved in compliance with subsection C of this section.
 - c. The normal maintenance of signs.
2. Temporary Signs. Temporary signs in compliance with Section 17.34.070(D).

17.34.040 - Prohibited signs.

The following types of signs and devices shall be specifically prohibited:

- A. A sign in conjunction with a home occupation permit;
- B. Abandoned signs;
- C. Animated signs, including electronic message display signs, and variable intensity, blinking, or flashing signs; except time and temp signs (except in accordance with Section 17.34.070(F), (Programmable Electronic Signs);
- D. Balloons and other inflatable devices;
- E. Moving signs;
- F. Permanent off-site signs;
- G. Pennants, except as allowed for temporary periods by Section 17.34.070;
- H. Roof signs;
- I. Because of the city's compelling interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads or confuses pedestrian or vehicular traffic;
- J. Signs attached to or suspended from a vehicle parked within a public right-of-way, or in a location on private property that is visible from a public right-of-way, except a sign painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of the vehicle;
- K. Temporary and portable signs, except as allowed by Section 17.34.070;
- L. Poorly maintained signs;
- M. Signs in public right-of-way or affixed to city property; and
- N. Signs which advertise activities illegal under Federal, State, or local laws, rules, or regulations.

17.34.050 - General requirements for all signs.

- A. Sign Area. The measurement of sign area to determine compliance with the sign area limitations of this chapter shall occur as follows:
 - 1. The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, writing, logo, representation, emblem, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See Figure 3-11.

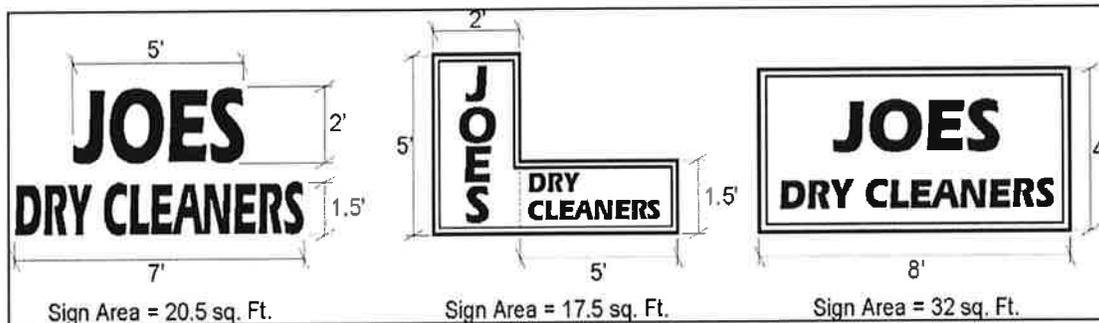


Figure 3-11 - Sign Area Measurement

2. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
 3. For freestanding signs all readable surfaces visible from a public right-of-way shall be counted in sign area calculations.
 4. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as their maximum projection upon a vertical plane.
 5. For signs that incorporate time and temperature devices, the area of these devices shall not be included in the total area of the sign.
- B. Sign Height. Sign height shall be measured as the vertical distance from the finished grade adjacent to the base of the sign structure to the highest point of the structure, where finished grade does not include fill, planters, or other material artificially placed to allow increased sign height.
- C. Sign Location Requirements.
1. All signs identifying an occupant, business, or use shall be located on the same site as the occupant, business, or use, except as otherwise allowed by this chapter.
 2. Signage allowed on one building or frontage shall not be transferred to another building or frontage.
 3. Each sign, including a sign located on a temporary or portable building, shall be subject to the requirements of this chapter.
 4. No sign shall be located within the public right-of-way, except as otherwise allowed by this chapter.
 5. A sign for the purpose of construction, sales, or leasing are permitted within a required setback area, provided it is:
 - a. Located within a permanently maintained landscaped planter area having an area at least twice that of the sign area;
 - b. Not closer than ten feet from any property line and ten feet from any access driveway; and
 - c. Not within a radius of twenty feet of the intersection of the rights-of-way of two intersecting streets.
 6. The location of all signs shall be evaluated to ensure:
 - a. That the setback is appropriate for the height and area of a freestanding or projecting sign;
 - b. That flush or projecting signs relate to the architectural design of the building. Signs that cover windows, or that spill over natural boundaries and architectural features shall be discouraged;

- c. That signs do not unreasonably block the sight lines of existing signs on adjacent properties; and
 - d. Pedestrian and vehicular safety.
 - 7. A freestanding sign may be placed only on a site frontage adjoining a public street.
 - 8. No freestanding sign shall be closer than seventy-five feet to another freestanding sign, to ensure adequate visibility for all signs. The director may waive this requirement where parcel width and/or the locations of existing signs on adjacent properties would make the seventy-five-foot separation impractical.
- D. Design Criteria for Signs. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or building permit can be approved.
- 1. Color. Colors on signs and structural members should be harmonious with one another and reflective of the dominant colors of the building or buildings being identified. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the building colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).
 - 2. Materials and Structure.
 - a. Sign materials (including those for framing and support) should be representative of the type and scale of materials used on the building or buildings which the sign identifies. Insofar as possible, sign materials should match the materials used on the building and on other signs.
 - b. Materials selected for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
 - c. The size of the structural members (e.g. columns, crossbeams, and braces) should be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports.
 - d. The use of individual letters incorporated into the building design is encouraged, rather than signs with background and framing other than the building wall.
 - e. The use of reflective materials or surfaces may be approved only where the review authority determines that they will not distract motorists or create other hazards, and should be minimized in all cases.
 - f. Wall signs shall not project from the surface upon which they are attached more than required for construction purpose and in no case more than twelve inches.
 - g. Wall signs shall not project above the eave line or the edge of the roof of a building.
- E. Copy Design Guidelines. The city does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.
- 1. Sign copy should relate only to the name and/or nature of the business or commercial center.
 - 2. Permanent signs that advertise continuous sales, special prices, etc. should be avoided.
 - 3. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
 - 4. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.
- F. Illumination of Signs. The artificial illumination of signs, either from an internal or external source, shall be designed to minimize light and glare on surrounding rights-of-way and properties.

1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
 2. The light from an illuminated sign shall not be of an intensity or brightness that will interfere with the reasonable enjoyment of residential properties. In areas with low ambient nighttime illumination levels (e.g., residential neighborhoods or business districts with little or no illuminated signing) applicants shall be encouraged to use light, illuminated copy against dark or opaque backgrounds.
 3. Signs shall not have blinking, flashing, or fluttering lights or other illuminating devices that have a changing light intensity, brightness or color, except as otherwise allowed in Section 17.34.070 (Programmable Electronic Signs).
 4. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
 5. Neither the direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
 6. Incandescent lamps shall not be visible from a public right-of-way or adjacent property.
 7. Light sources shall utilize energy efficient fixtures to the greatest extent possible.
- G. Maintenance of Signs. Signs and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times. Repairs to signs shall be of equal or better in quality of materials and design as the original sign. Signs which are not properly maintained and are dilapidated shall be deemed to be a public nuisance, and may be abated in compliance with Lodi Municipal Code.

When existing signs are removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. Unpainted areas shall be painted to match the adjacent portion of the building or sign support structure.

- H. Signs on Public Property. No signs are allowed on public property, except for the following:
1. A public sign erected by or on behalf of the city or other public entity to post legal notices, identify public property, convey public information, or direct or regulate pedestrian or vehicular traffic.
 2. An informational sign of a public utility or transit company regarding its poles, lines, pipes, facilities, or routes.
 3. An emergency warning sign erected by the city or other public entity, a public utility company, or contractor doing authorized or permitted work on public property.
 4. Signs constructed by the city to direct persons to specific districts, regions, or public facilities.
 5. Banner signs on city property (e.g., light poles in downtown area or along major corridors).
 6. Advertising signs on transit, police, parks and other city property (e.g. city facilities, including but not limited to transit shelters, buses, park facilities, and Hutchins Street Square).

17.34.060 - Zoning district sign standards.

Only the signs and sign area authorized by this section shall be allowed unless otherwise expressly provided in this section or Section 17.34.070 (Standards for Specific Types of Signs).

- A. Residential Zoning Districts. Signs within the residential zoning districts shall comply with the following standards:
1. Size and Type of Signs Allowed. Each parcel in the residential zoning districts may be permitted signs as follows:
 - a. One nameplate not exceeding one square foot in area identifying the occupant of a residence. No building permit is required;

- b. One identification sign for apartment and institutional use, not exceeding forty-eight square feet in area;
 - c. One unlighted sign not exceeding six square feet in area that advertises the sale or rental of the premises. No building permit is required;
 - d. A bulletin board, not exceeding twenty square feet in area, upon the issuance of a use permit by the planning commission;
 - e. One sign not exceeding one hundred square feet in area on the site of a construction project or new subdivision, that indicates the nature of the development or identifies the persons involved in the construction; which may be placed on the site prior to or during the development activities;
 - f. One unlighted, noncommercial sign not exceeding six square feet in area; and
 - g. A warning or no trespassing sign not exceeding six square feet in area. No Building Permit is required.
- 2. Setback Requirements. Each sign shall be set back at least ten feet from all property lines.
 - 3. Height Limit. No building mounted sign shall exceed a height of twenty feet. No freestanding sign shall exceed a height of eight feet, sign plus base.
- B. Commercial and industrial zoning district sign standards. Each proposed sign shall comply with the following standards for the applicable zoning district.
- 1. CC District. Each sign within the CC zoning district shall comply with the following standards:
 - a. General Specifications and Requirements.
 - i. Sign content should be limited to the tenant's name and primary graphic logo;
 - ii. Notwithstanding the following sign provisions, tenants may utilize standard corporate logos and/or prototypical signage graphics, if used in a majority of the tenant's California stores subject to approval of the city of Lodi;
 - iii. All signage on the building fascia, with exception of certain logo/graphics, shall be of indirectly lit individual channel letters or dimensional letters in accordance with the definitions below. No cabinet signs shall be permitted. Signage illumination shall not include flashing, moving or scintillating effects;
 - iv. Channel letters are to be defined as individual channel letters or as connected channels that may be composed of script letters with connected serifs, or a non-script letters that are connected by heavy outlines into an integrated shape or "channel box". Secondary channel boxes containing a logo mark or underlining the primary text and containing a secondary message shall be permitted. Illumination may be with either LEDs or neon;
 - v. Dimensional letters are to be made of one-half-inch thick clear acrylic or one and one-half-inch thick aluminum;
 - vi. All signs must be dimensional. Signs painted directly onto the building shall not be permitted;
 - vii. Painted wall graphics or murals that are thematic to the overall shopping center and do not provide any specific tenant identification shall be allowed subject to prior approval by the city of Lodi. The thematic wall graphics or murals shall be counted as signs or sign area with respect to the building on which graphic or mural is painted;
 - viii. Signs may not come within one foot of the top, bottom or sides of the building elevation or fascia upon which a sign is located. In no case may a sign extend

beyond the roof parapet or adjacent building eave line. Signs are not allowed on or against any roof structures. Architectural tower features on buildings may be considered for tenant identification signs subject to specific sign design approval by the city of Lodi;

- ix. Exposed channel letter raceways are prohibited. All channel letter signs must be mounted directly to the building surface or be mounted upon a decorative architectural background feature subject to specific sign design approval by the landlord and the city of Lodi;
 - x. Tenant signs will be no larger than seventy-five percent of fascia height, with a maximum width of seventy-five percent of tenant's frontage;
 - xi. All signs are to be laid out so as to be proportionate to the area in which it is placed, as well as comply with the square footage limitations. They should also be centered at the appropriate location on the elevation so it would be balanced with the buildings as a whole. (Not necessarily centered on the Tenant space);
 - xii. Each tenant may have signage upon the front and rear elevations subject to size area limitations. End cap tenants may also have signage on their side elevations subject to size area limitations. Pad tenants may have signage on all elevations facing a public street or parking area subject to the size area limitations;
 - xiii. Colors shall be consistent with the theme of the shopping center;
 - xiv. Temporary wall signs, pennants, flags, over-roof signs, inflatable displays, exposed neon, or sandwich boards are prohibited. Temporary banners advertising specials or sales may be allowed in accordance with the city code; and
 - xv. Window signs, other than the permanent window graphics, will not be allowed. These signs include neon signs, fiber optic/neon simulated plastic signs and border neon.
- b. Free-standing Signs. The design of the multi-tenant pylon signs, multi-tenant monument signs and center identification monument sign shall be commensurate with the architecture of the shopping center.
- i. Freeway Information Area Signage.
 - (A) One pylon sign, no higher than sixty-five feet, shall be permitted along the freeway frontage. The sign shall identify multiple tenants within the shopping center; and
 - (B) The pylon sign shall have a maximum of seven hundred twenty square feet of tenant identification and thirty-two square feet of shopping center identity.
 - ii. Center Identification Sign. One center identification sign, no higher than eight feet, shall be permitted. The sign shall be a single-sided, identifying the entrance to the center. No tenant names shall be displayed on the identification sign.
 - iii. Monument Signs.
 - (A) One multi-tenant monument sign, no higher than twelve feet, shall be permitted. A shopping center of ten acres or more may have two monument signs. These signs may have two-sided panels to identify multiple tenants within the shopping center; and
 - (B) The monument signs shall have a maximum of eighty-four square feet of tenant identification and eight square feet of shopping center identity.
- c. Tenant Signage. The sign program regulates the total allowed signage each tenant may have, based upon the frontages of each store. Tenant signage shall not exceed the total allowed maximum signage per tenant.

- i. Tenants shall be allowed two square feet of signage per lineal foot of frontage for the front elevation and two square feet of signage multiplied by seventy-five percent per lineal foot of frontage for side (end caps) and rear elevations;
 - ii. The signs may either be internally illuminated plex-faced channel letters or halo illuminated fabricated aluminum reverse pan channel letters; and
 - iii. Single pad tenants shall be allowed one wall sign per each business frontage facing a street, pedestrian plaza and/or parking lot. The total allowed sign area shall be two square feet of signage per lineal foot of frontage for the front elevation and two square feet of signage multiplied by seventy-five percent per lineal foot of frontage for side and rear elevations.
- 3. GC and Industrial Districts. Each sign within the GC and industrial zoning districts shall comply with the following standards:
 - a. Size and Type of Signs Allowed. A parcel in the GG or an industrial zoning district may be permitted signs as follows, provided that no sign shall exceed an area of four hundred eighty square feet.
 - i. An individual business adjacent to a public street or streets is allowed one square foot of sign area for each linear foot of street frontage.
 - ii. An individual business that shares street frontage with other businesses (e.g., within a single building) is allowed one square foot of sign area for each linear foot of building frontage.
 - iii. An individual business located on a corner (i.e., with building frontage or street frontage on two sides) is allowed seventy-five percent of the ratio of two square feet of sign area for each linear foot of street frontage.
 - b. Size and Type of Signs—Parcels with Four or More Businesses. Parcels under one ownership that contain four or more businesses may be permitted one freestanding sign in addition to the signs permitted by subsection (B)(3)(a), provided that the sign shall not:
 - i. Exceed three hundred square feet in area. One hundred fifty square feet of the total sign area may be used for individual identification signs uniform in size, shape, and lettering; and
 - ii. Contain a reader board.
 - c. Off-premises Signs. Off-premises signs are prohibited, with the exception of those that legally existed prior to the adoption of this development code.
 - d. Setback Requirements. Each sign shall be set back at least two feet from the property line.
 - e. Height Limit. No sign shall exceed the following height limits, as applicable.
 - i. Building-mounted Signs. A building-mounted sign shall not exceed the height limit of the building or thirty-five feet, whichever is less.
 - ii. Freestanding Signs. A freestanding sign shall not exceed the height of the tallest building on the site.
 - iii. Freeway Information Area.
 - (A) A freeway information (FI) area is established to include an area bounded: on the west by a line drawn fifty feet west of the west right-of-way line or Cherokee Lane or five hundred feet west of the west right-of-way line of the U.S. Highway 50-99 freeway, whichever is greater; and on the east by a line drawn five hundred feet east of the east right-of-way line of the U.S.

Highway 50-99 freeway; and on the north and south by the then-current city limits.

(B) A sign within the FI area shall not exceed a height of seventy-five feet.

4. O District. Each sign within the O zoning district shall comply with the following standards:
- a. Size and Type of Signs Allowed.
 - i. Signs shall not exceed one square foot of sign area for each two linear feet of street frontage, up to a maximum sign area of two hundred square feet. The maximum allowable area of signs for an office use located on a corner parcel shall be calculated by using seventy-five percent of the length of the total street frontage.
 - ii. The size, location, and design of the sign is visually complementary and compatible with the size and architectural style of the primary structures on the site, any prominent natural features of the site, and structures and prominent natural features on adjacent properties on the same street.
 - iii. No sign shall be lighted so that light shines on neighboring properties.
 - b. Setback Requirements. Each sign shall be set back at least ten feet from the property line.
 - c. Height Limit. No building mounted sign shall exceed a height of twenty feet. No freestanding sign shall exceed a height of eight feet, sign plus base.

C. Mixed Use Zoning District Sign Standards. The regulation of the location, size, type and number of signs permitted shall be governed by the provisions of this section.

1. Downtown Mixed Use and Mixed Use Center Districts. Each sign within the DMU and MCE zoning districts shall comply with the following standards:

Signs must be more than just a way to relay information; they must be an architectural extension of a building. The objective of the standards and guidelines is not to create uniformity, but to eliminate those elements that result in a cluttered and unattractive physical environment. Few outward features of a business display the owner's confidence and quality as well as signage. These basic parameters provide for creative signs that may still be as varied and different as the businesses they represent.

- a. Permitted Sign Types.
 - i. Flush-Mounted or Painted Wall Signs. Cabinet "canned" signs shall be prohibited.
 - ii. Projecting Signs. Provided:
 - (A) They leave no less than eight clear above the finished grade, and extend no more than four feet out from the wall;
 - (B) They are not mounted above the first floor.
 - iii. Awning and Canopy Signs. Awnings are primarily for shade and secondarily a sign location. Letters and graphics are limited to vertical surfaces and shall not exceed fifty percent of the surface area. Internally illuminated vinyl awnings are not permitted.
 - iv. Free Standing Signs. Pole-mounted and/or other forms of free standing signs shall not be permitted in the downtown district. Exceptions, subject to city review are:
 - (A) Directory Signs or kiosks. These may be considered for sidewalk locations; those for private arcades or buildings should be on private property, located in publicly accessible courts, accessways, or passages.

- (B) Portable Signs. Menu boards for restaurants, etc. provided they are stored indoors after hours of operation and not placed to obstruct the public sidewalk.
- b. Sign Size.
 - i. Building Mounted Signs. The maximum area for each permitted sign type or any combination thereof shall be one square foot per one linear foot of tenant street frontage. Maximum sign length shall not exceed seventy-five percent of the tenant space frontage.
 - ii. Free Standing Signs. Per city review.
- c. Exemptions.
 - i. Temporary Signs as set forth in section 17.34.070(D).
 - ii. Permanent Signs. In addition to those permitted above shall be limited to:
 - (A) Existing built-in signs that are integral to the building design.
 - (B) Painted window signs that cover a maximum of twenty-five percent of the window area.
 - (C) Any sign identifying hours of operation that have an area of less than three square feet.
- d. Sign Maintenance. High levels of maintenance are essential if investment in the downtown is to be encouraged. Because signs are meant to be seen, maintenance is especially important.
 - i. Paint. Signs shall be retained in good condition, with touch-up or repainted as needed. Peeling paint should be replaced promptly.
 - ii. Repair. Damaged signs and poles shall be repaired promptly or removed.
 - iii. Illumination. Bulbs and fixtures shall be replaced promptly if they burn out or are broken.
 - iv. Awnings. Awnings that are damaged and/or faded shall be repaired or replaced promptly.
- e. Architectural Compatibility. A building's architectural style and overall proportions should guide the design of signs. Signs should be located on the facade in areas designed for this function; e.g. a recessed or framed area between the first and second floor, or a parapet panel between shopfront and roofline.
- f. Sign Types.
 - i. Flush-Mounted and painted wall signs should align with major architectural elements, such as doors and windows. Ornamental elements, such as moldings, pilasters, arches, clerestory windows, roof eaves, or cornice lines should be used as a frame.
 - (A) Relationship to Cornice or Roof Line. Signs should not extend above the cornice line or into or above roof areas, unless they function as an integral part of the roof design. For example:
 - (1) A sign board may extend above the cornice line of an otherwise flat-topped building if it is designed as a parapet in keeping with the style of the rest of the building.
 - (2) A sign board may extend above an existing parapet, if it is located to function as an accent to the basic parapet design.
 - ii. Projecting Signs.

- (A) Proportion. Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally-oriented messages may be rectangular or square; if located below an awning or canopy as a hanging "blade" sign, they should also be slender, proportioned 2:1 width to height.
 - (B) Structural Support. Should be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are also appropriate if designed to complement the sign; however, undetailed, standard-size lumber should not be used.
 - (C) Relationship to Cornice or Roof Line. Projecting signs should not extend above the cornice line or into the roof area, unless they are an integral part of a completely new facade design or a faithful accent to existing architectural details or forms. Projection signs should not extend above the eave line of a sloped roof.
- iii. Awning and Canopy Signs.
- (A) Color. Combinations for awning or canopy signs should be simple. Lettering color and background color should contrast for legibility. Subtle bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.
 - (B) Location of Message—Awnings. Lettering should not appear on the sloped or curved portion. Information may be located on the valance (the front vertical portion).
 - (C) Location of Message—Canopies. Signs on canopies should be in the form of letters or a signboard integrated with the canopy fascia, or freestanding letters mounted on top and extending above the fascia.
- iv. Other Sign Types.
- (A) Figurative signs shaped to reflect the silhouette of a particular object (for example, a key, a coffee cup, etc.) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.
- v. Not Allowed.
- (A) "Canned" signs are internally illuminated plastic panels within a sheet metal box enclosure. They should not be used. Inexpensive canned signs use a limited range of colors and lettering types, and tend to have no relationship to the architecture of the building.
 - (B) Illuminated vinyl awning signs are more appropriate for "commercial strip areas" and shall not be used.
- g. Materials. Recommendations are:
- i. Signboards of wood or metal, with painted or engraved letters, or mounted letters of wood or metal.
 - ii. Silhouette or Figurative Signs. Three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.
 - iii. Custom Neon. Exterior-mounted on a signboard or metal support frame or enclosure, or interior-mounted behind clerestory or display windows.
 - iv. Fabric awnings such as canvas with painted or applied lettering; plastic or vinyl awnings should not be used.
- h. Lighting. Recommendations are:

- i. Backlit with lighting inside and behind projecting lettering.
 - ii. Top or bottom lit with single or multiple spotlights.
- 2. Mixed Use Corridor District. Each sign within the MCO zoning district shall comply with the following standards:
 - a. General Specifications and Requirements. Signs within the MCO zoning district shall comply with the general specifications and requirements identified in Development Code Section 17.34.060 (B)(1)(a).
 - b. Free-standing Signs. The design of the multi-tenant pylon signs, multi-tenant monument signs and center identification monument sign shall be commensurate with the architecture of the development.
 - i. Center Identification Sign. One center identification sign, no higher than eight feet, shall be permitted. The sign shall be a single-sided, identifying the entrance to the center. No tenant names shall be displayed on the identification sign.
 - ii. Monument Signs.
 - (A) One multi-tenant monument sign, no higher than twelve feet, shall be permitted. A shopping center of ten acres or more may have two monument signs. These signs may have two-sided panels to identify multiple tenants within the shopping center; and
 - (B) The monument signs shall have a maximum of eighty-four square feet of tenant identification and eight square foot of shopping center identity.
 - c. Tenant Signage. The sign program regulates the total allowed signage each tenant may have, based upon the frontages of each store. Tenant signage shall not exceed the total allowed maximum signage per tenant.
 - i. Tenants shall be allowed two square feet of signage per lineal foot of frontage for the front elevation and two square feet of signage multiplied by seventy-five percent per lineal foot of frontage for side (end caps) and rear elevations.
 - ii. The signs may either be internally illuminated plex-faced channel letters or halo illuminated fabricated aluminum reverse pan channel letters.
 - iii. Single pad tenants shall be allowed one wall sign per each business frontage facing a street, pedestrian plaza and/or parking lot. The total allowed sign area shall be two square feet of signage per lineal foot of frontage for the front elevation and two square feet of signage multiplied by seventy-five percent per lineal foot of frontage for side and rear elevations.

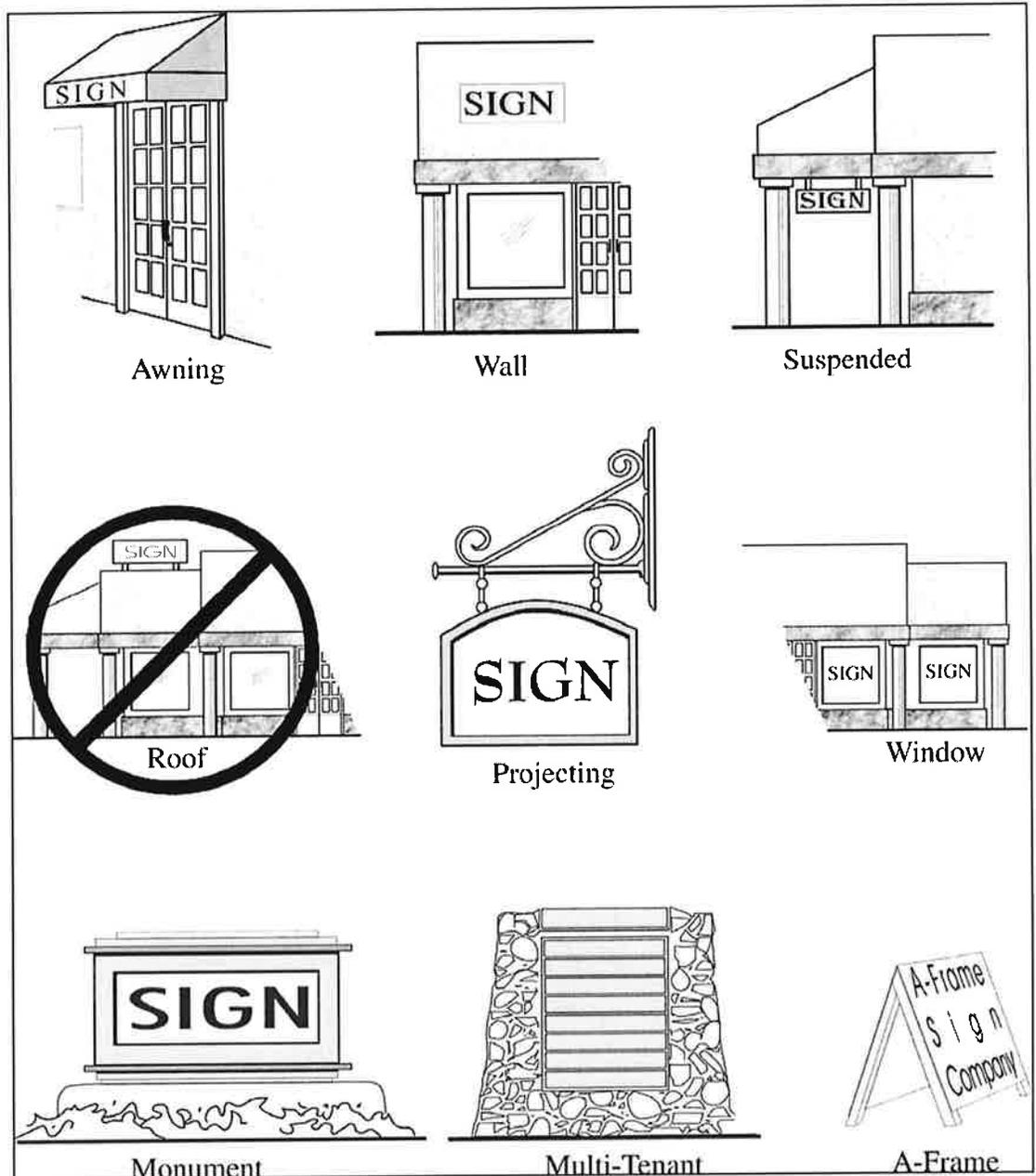


Figure 3-12 - Examples of Sign Types

17.34.070 - Standards for specific types of signs.

Proposed signs shall comply with the following standards where applicable, in addition to the sign area and height limitations, and other requirements of Section 17.34.060 (Zoning District Sign Standards), and all other applicable provisions of this chapter.

- A. Awning Signs. The following standards apply to awning signs in all zoning districts where allowed by Section 17.34.060 (Zoning District Sign Standards).
 - 1. Signs on awnings are limited to ground level and second story occupancies only.

2. Awnings shall not be internally illuminated. Indirect lighting may be allowed. Translucent awning materials are prohibited.
 3. Awnings are primarily for shade and secondarily a sign location. Letters and graphics shall be limited to vertical surfaces and shall not exceed fifty percent of the surface area. Internally illuminated vinyl awnings are not permitted.
- B. Freeway-adjacent Outdoor Advertising Signs.
1. Definitions. For the purposes of this subsection, the terms "advertising structure," "advertising display," "freeway," "highway," "landscaped freeway," "person," "sign," and "to place" shall be defined in compliance with Business and Professions Code Section 5200 et seq. (the California Outdoor Advertising Act).
 2. Prohibited for Freeway Viewing. No advertising display shall be placed or maintained on property adjacent to a freeway regardless of the applicable zoning district if the advertising display is designed to be viewed primarily by persons traveling on the freeway.
 3. Exemptions. The prohibition in subsection (C)(2) of this section shall not apply to advertising displays or structures placed upon property for the purpose of advertising the sale or lease of the property upon which the sign is placed.
 4. Size. The advertising display or structure shall not exceed four hundred eighty square feet.
- C. Projecting Signs. Projecting signs shall comply with the following standards:
1. Proportion. Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally-oriented messages may be rectangular or square; if located below an awning or canopy as a hanging "blade" sign, they should also be slender, proportioned 2:1 width to height.
 2. Structural support should be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are also appropriate if designed to complement the sign; however, undetailed, standard-size lumber should not be used.
 3. Relationship to Cornice or Roof Line. Projecting signs should not extend above the cornice line or into the roof area, unless they are an integral part of a completely new facade design or a faithful accent to existing architectural details or forms. Projection signs should not extend above the eave line of a sloped roof.
- D. Temporary Signs. Temporary signs are allowed in all zoning districts subject to the following requirements. Temporary signs include banner signs, paintings, markings and writings.
1. Residential Zoning District On-site Signs.
 - a. Maximum Area. Sign area shall not exceed six square feet.
 - b. Number. No more than four temporary on-site signs shall be placed on any parcel.
 - c. Duration. Temporary signs shall be removed within ten days of the termination of the event with which they are associated. Any sign which has been in place longer than a period of six months shall be subject to the applicable standards regulating permanent signage.
 - d. Placement. Temporary signs shall not present a physical danger to persons or property. No temporary sign shall be placed, affixed, painted, marked, or written in a manner that obstructs either vehicular traffic (either by physical obstruction or obstruction of sight lines) or pedestrian traffic. No temporary sign shall be placed, affixed, painted, marked, or written upon any public property or public right-of-way including but not limited to any public building, sidewalk, crosswalk, curb, fence, wall, public playground equipment, and/or facilities, street lamp post, utility pole, hydrant,

tree, street or traffic signs, parkways (e.g. the area between curb and sidewalk) or medians.

2. Commercial and Industrial Zoning District On-site Signs.
 - a. Maximum Area. Sign area shall not exceed thirty-two square feet per sign face.
 - b. Number. Each parcel shall be allowed a minimum of four temporary on-site signs, plus one additional temporary on-site sign for each 200 feet of lineal street frontage per parcel. Properties with multiple tenants or businesses shall be allowed no more than four additional temporary on-site signs per tenant or business.
 - c. Duration. Temporary signs shall be removed within ten days of the termination of the event with which they are associated. Any sign which has been in place longer than a period of six months shall be subject to the applicable standards regulating permanent signage.
 - d. Placement. Temporary signs shall not present a physical danger to persons or property. No temporary sign shall be placed, affixed, painted, marked, or written in a manner that obstructs either vehicular traffic (either by physical obstruction or obstruction of sight lines) or pedestrian traffic. No temporary sign shall be placed, affixed, painted, marked, or written upon any public property or right-of-way including but not limited to any public building, sidewalk, crosswalk, curb, fence, wall, public playground equipment, and/or facilities, street lamp post, utility pole, hydrant, tree, street or traffic signs, parkways (e.g. the area between curb and sidewalk) or medians.
- E. Window Signs. The following standards apply to window signs in all zoning districts where allowed:
 1. Window signs shall be allowed only on windows located on the ground level and second story of a building frontage.
 2. Permanent and temporary signs shall not occupy more than twenty percent of the total window area.
 3. Signage shall consist of individual letters, logos, or symbols applied to the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass line.
- F. Programmable Electronic Signs. The following standards apply to programmable electronic signs:
 1. Programmable electronic signs are only permitted upon the issuance of a use permit by the planning commission. As part of the use permit review, the planning commission shall consider the following:
 - a. Area of programmable electronic signage;
 - b. Location of programmable electronic signage;
 - c. Height of programmable electronic signage;
 - d. Intensity of light due to programmable electronic signage; and
 - e. Frequency of message change on the programmable electronic sign.
 2. Programmable electronic signs shall comply with the size, location, and height requirements of the underlying zoning district.
 3. Programmable electronic signs shall be limited to one-third the area of the sign to which it is permitted to be attached.

4. The content of programmable electronic signs shall be limited to non-commercial or on-site commercial messages, in any combination, but may not be used for off-site commercial messages.

17.34.080 - Exceptions to sign area standards.

The director or other applicable review authority may grant an administrative deviation to the allowed area of a sign in compliance with Section 17.40.050 (Variations and Administrative Deviations) if it is first determined that:

- A. The position or setback of the building on the site requires additional area for effective signing. The exception may increase the allowed sign area by up to twenty-five percent; or
- B. The exceptional size of the structures, uses, or site requires additional sign area for effective identification from major approaches to the site. The exception may increase the allowed sign area by up to twenty-five percent; or
- C. The name of the business or use to be identified is exceptionally long, so that sign readability would be impaired by crowding words into the allowable sign area. The exception may increase the allowed sign area by up to twenty-five percent; or
- D. Signing proposed is indistinguishable from the architecture itself (supergraphic design) or achieves the level of sculptural art.

17.34.090 - Sign maintenance.

All signs within the city shall be maintained in good condition and repair, as follows:

- A. Awnings. Awnings that are damaged and/or faded shall be promptly repaired or replaced.
- B. Illumination. Bulbs and fixtures shall be promptly replaced if they burn out or are broken.
- C. Paint. The paint on each sign shall be maintained in good condition, with touch-up or repainting as needed. Peeling paint should be promptly replaced.
- D. Repair. A damaged sign and/or pole shall be promptly repaired, or removed from the site.

17.34.100 - Nonconforming signs.

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this development code.

- A. General Requirements. A nonconforming sign may not be:
 1. Changed to another nonconforming sign;
 2. Structurally altered to extend its useful life;
 3. Expanded;
 4. Re-established after a business is discontinued for sixty days; or
 5. Re-established after damage or destruction to fifty percent or more of the value of the sign, or its components, as determined by the building official.
- B. Abatement. Signs not conforming to the provisions of this chapter shall be brought into compliance or removed upon the following circumstances:
 1. Abandonment. Any discontinuance or abandonment of a nonconforming sign shall result in a loss of legal nonconforming status of the sign.
 2. Modification. Any proposed modification to the non-conforming sign structure or copy shall result in a loss of legal nonconforming status of the sign.

17.34.110 - Violations and abatement.

- A. Public Nuisance Declared by Director. Any sign erected or maintained contrary to the provisions of this chapter may be declared to be a public nuisance by the director and proceedings for its removal may take place in compliance with Chapter 17.76 (Enforcement).
- B. Removal of Abandoned Sign, Sign Shell, and Support Structures. A sign, sign shell, and support structures shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign and sign shell, the director shall give the owner thirty days written notice to remove it. Upon failure to comply with the notice, the director may have the sign removed at the owner's expense. Proceedings for the removal of signs and/or support structures shall comply with Chapter 17.76 (Enforcement).

17.34.120 - Judicial review.

Any permit issued or denied in compliance with this chapter shall be subject to expedited judicial review in accordance with the time limits set forth in Code of Civil Procedure Section 1094.8 et seq.

17.34.130 - Sign design guidelines.

The following guidelines should be considered in the design of all signs within Lodi. These guidelines are intended to complement other requirements in the previous sections of this chapter:

- A. Design Compatibility.
 - 1. Creative Design Encouraged. Signs should make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building.
 - 2. Proportionate Size and Scale. The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be in proportion with the scale of the structure.
 - 3. Integrate Signs with the Building. Signs should not obscure architectural features. Their design should be integrated with the design of the building. A well-designed building facade or storefront is created by the careful coordination of sign and architectural design and over-all color scheme. Signs in multiple tenant buildings should be designed to complement or enhance the other signs in the building.

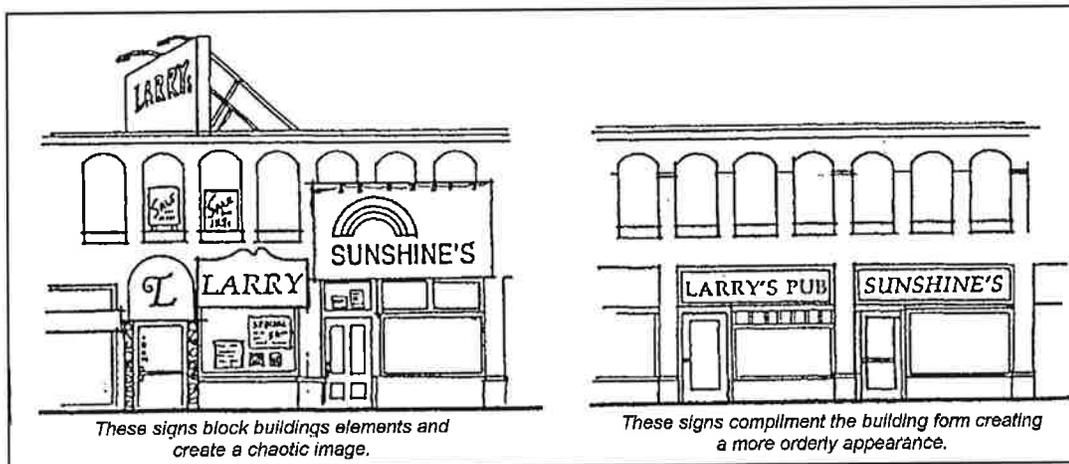


Figure 3-13 - Design Compatibility

4. Reduce Sign Impact. Because residential and commercial uses generally exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods.

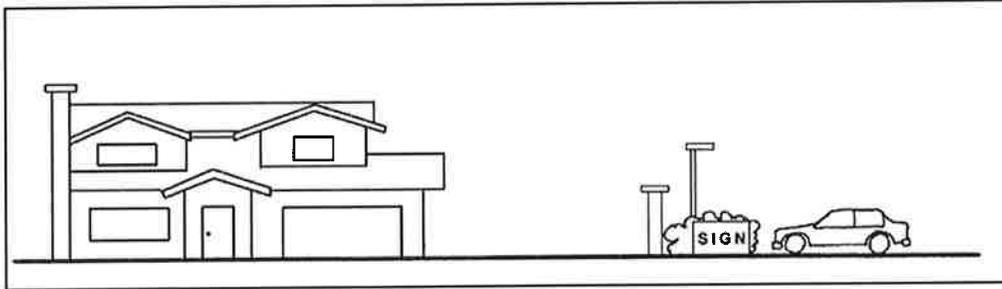


Figure 3-14 - Reduce Sign Impact

5. Sign Placement. Place wall signs to establish facade rhythm, scale and proportion where facade rhythm does not otherwise exist. On buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.

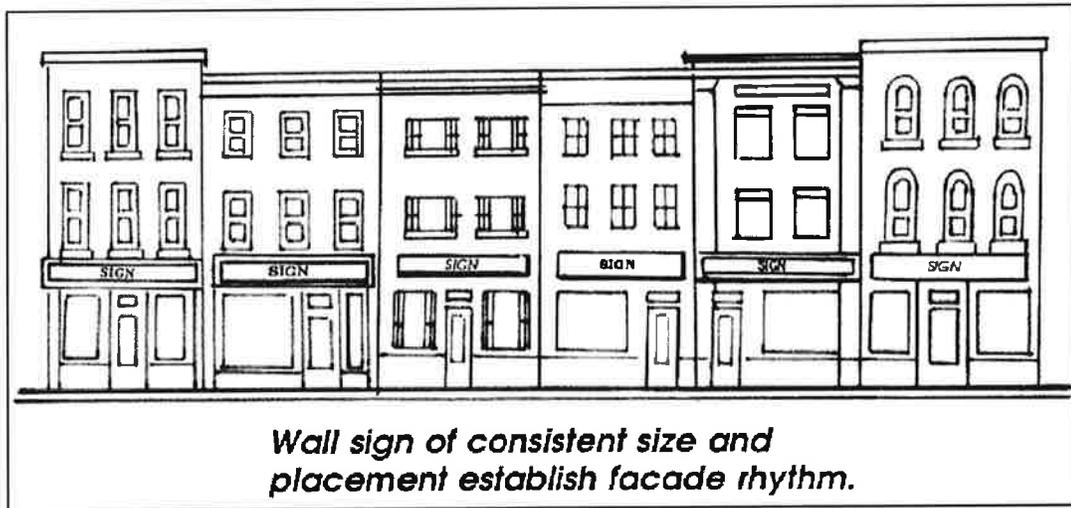


Figure 3-15 - Sign Placement

6. Pedestrian-oriented Signs are Encouraged. It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as they stand adjacent to the business.



Figure 3-16 - Pedestrian-Oriented Sign

7. Use Individual Letters. As an alternative to an attached sign, lettering may be painted directly on the building facade. However, signs should not be painted directly over ornamental and architectural features or over brick and stone surfaces of buildings.

B. Color.

1. Select Colors Carefully. Color is one of the most important aspects of visual communication. It can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.
2. Use Contrasting Colors. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.

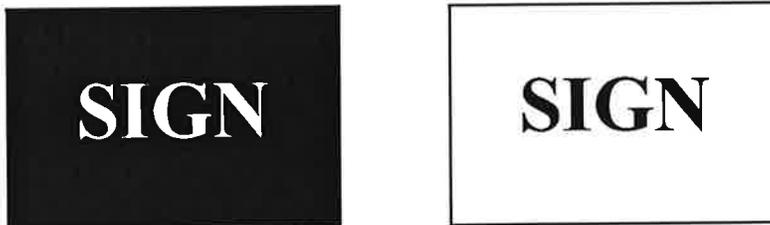


Figure 3-17 - Contrasting Letters and Background

3. Avoid Using too Many Colors. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors often decreases readability.

4. Use Complementary Colors. Sign colors should complement the colors used on the structures and the project as a whole.
- C. Materials.
1. Sign Materials. The following sign materials are recommended:
 - a. Wood (carved, sandblasted, etched, and properly sealed, primed and painted, or stained).
 - b. Metal (formed, etched, cast, engraved, and properly primed and painted or factory-coated to protect against corrosion).
 - c. High density pre-formed foam or similar material. New materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.
 - d. Custom neon tubing, in the form of graphics or lettering, may be incorporated into several allowed sign types.
 2. Compatibility of Materials. Sign materials should be compatible with the design of the face of the facade where they are placed. The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
 3. Appropriate Materials. Paper and cloth signs are not suitable for exterior use (except on awnings) because they deteriorate quickly. Paper and cloth signs are appropriate for interior temporary use only. The use of interior signs on paper or cloth should be the result of careful thinking about readability and the image of the business.
- D. Sign Legibility. An effective sign should do more than attract attention, it should communicate a message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.
1. Pedestrian-oriented Signs. Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be. See Table 3-3.

Minimum Character Size (inches)	Intended Reading Distance (feet)
3.5	60
4.0	70
4.5	80
5.0	90
5.5 to 6.0	100

2. Use a Brief Message. A brief message should be used whenever possible. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word. If the word does not contribute directly to the basic message of the sign, it detracts from it and probably should be deleted.
3. Space Letters and Words Carefully. Letters and words should not be spaced too closely. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than seventy-five percent of sign panel area.
4. Use Symbols and Logos. Symbols and logos can be used in place of words wherever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.

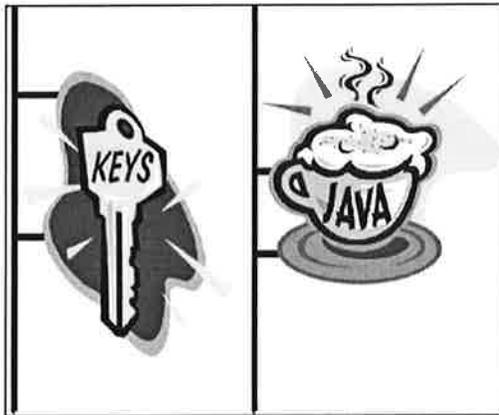


Figure 3-18 - Use of Symbols/Logos



Figure 3-19 - Letter Spacing

5. Limit the Number of Letter Styles. The number of lettering styles should be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate.

E. Sign Illumination. The possible illumination of a sign should be carefully considered. Like color, illumination can provide more effective visual communication, or can confuse the message. Imaginative and innovative lighting techniques for signs are encouraged.

1. Use Illumination Only if Necessary. Consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. This is particularly true if good window graphics are used. Often, nearby street lights provide ample illumination of a sign after dark.

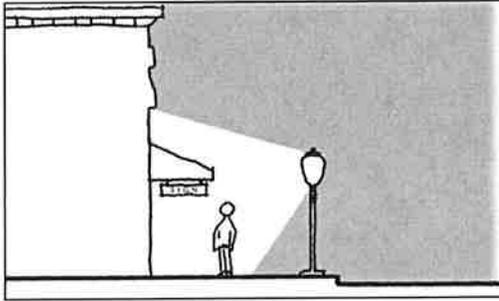


Figure 3-20 - Use of Existing Illumination

2. Use a Direct Light Source. If the sign can be illuminated by a direct source of light (e.g., spotlight), this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the structure cast light on the sign and generally a portion of the face of the structure as well. Direct lighting emphasizes the continuity of the structure's surface, and signs become an integral part of the facade. Direct lighting is also appropriate because it produces a more intimate ambiance on the street. The lighting of signs should be considered as an element in a building's overall lighting design.
3. Shield the Light Source. Whenever direct lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.

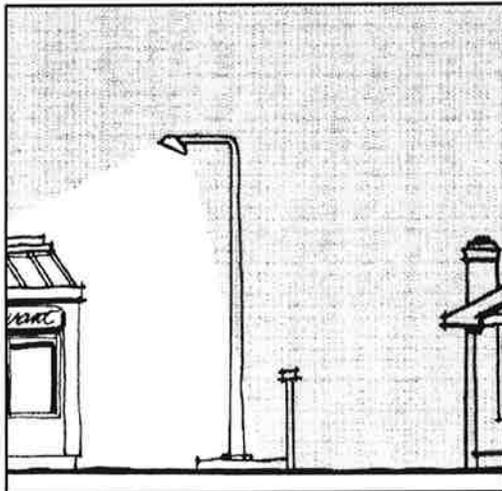


Figure 3-21 - Shielded Light Source

4. Back-lighted Signs. Back-lighted, solid letters are encouraged. Signs consisting of opaque individually cut letters mounted directly on a structure (push-through letters) can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.

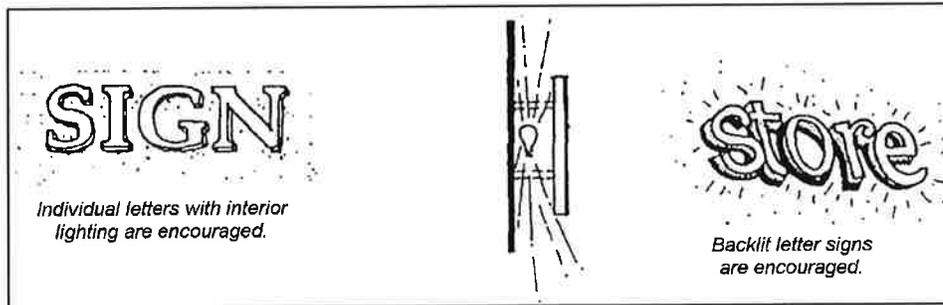


Figure 3-22 - Back-Lighted Signs

SECTION 2. No Mandatory Duty of Care. This ordinance is not intended to and shall not be construed or given effect in a manner which imposes upon the City, or any officer or employee thereof, a mandatory duty of care towards persons or property within the City or outside of the City so as to provide a basis of civil liability for damages, except as otherwise imposed by law.

SECTION 3. Severability. If any provision of this ordinance or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given effect without the invalid provision or application. To this end, the provisions of this ordinance are severable. The City Council hereby declares that it would have adopted this ordinance irrespective of the invalidity of any particular portion thereof.

SECTION 4. All ordinances and parts of ordinances in conflict herewith are repealed insofar as such conflict may exist.

SECTION 5. Effective Date and Publication This Ordinance shall take effect thirty (30) days after its adoption. 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).

Approved this 6th day of July, 2016

MARK CHANDLER
Mayor

ATTEST:

JENNIFER M. FERRAIOLO
City Clerk

State of California
County of San Joaquin, ss.

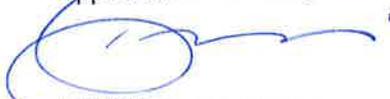
I, Jennifer M. Ferraiolo, City Clerk of the City of Lodi, do hereby certify that Ordinance No. 1922 was introduced at a regular meeting of the City Council of the City of Lodi held June 15, 2016, and was thereafter passed, adopted, and ordered to print at a regular meeting of said Council held July 6, 2016, by the following vote:

- AYES: COUNCIL MEMBERS – Johnson, Kuehne, Mounce, Nakanishi, and Mayor Chandler
- NOES: COUNCIL MEMBERS – None
- ABSENT: COUNCIL MEMBERS – None
- ABSTAIN: COUNCIL MEMBERS – None

I further certify that Ordinance No. 1922 was approved and signed by the Mayor on the date of its passage and the same has been published pursuant to law.


JENNIFER M. FERRAIOLO
City Clerk

Approved as to Form:


JANICE D. MAGDICH
City Attorney