

Sierra Madre

Chapter 17.72 - SIGNS*

Sections:

17.72.005 - Purpose.

This chapter provides standards for signs to safeguard life, health, property, safety and public welfare, while encouraging creativity, variety, compatibility and enhancement of the city's visual image. The specific purposes of the sign regulations are to:

- A. Provide each sign user an opportunity for effective identification by regulating the time, place and manner under which signs may be displayed;
- B. Ensure freedom of expression for all sign types by maintaining a content-neutral approach to sign regulations;
- C. Regulate the number and size of signs according to standards consistent with the purpose of each zoning district;
- D. Protect the motoring public from visual intrusion and competition for attention that could cause traffic safety issues;
- E. Encourage creative, well-designed signs that contribute in a positive manner to the city's visual environment and help maintain an image of quality for the city; and,
- F. Ensure that signs are responsive to the aesthetics and character of their particular location (adjacent buildings and surrounding neighborhood) and that are compatible and integrated with the building's architectural design, including historic elements, and with other signs on the property.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.010 - Definitions.

Unless it is apparent from the context that another meaning is intended, the following words when used herein shall have the meaning attached to them by this section.

"Abandoned sign" means any sign or sign structure is considered abandoned if for a period of ninety consecutive days or more, there is no sign copy appearing on the sign, or if the establishment to which the sign is attached has ceased operation and where the sign has been forsaken or deserted.

"Alteration" means a change of sign text, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.

"Animated sign" means any sign or part thereof that uses movement, lighting or special materials to depict action or create a special effect to imitate movement.

"Area of sign" means the surface space within a single continuous perimeter containing the sign message together with any frame, material or color forming an integral part of the display, but excluding support structures and incidental parts not drawing attention to the subject matter. The area of a sphere or other irregular shaped sign shall be measured by its projection or sight area.

"Awning" means any permanent or temporary structure attached to and wholly supported by a building, and installed over or in front of openings or windows and consisting of a fixed or movable frame and a top of canvas or other similar material covering the entire space enclosed between the frame and the building.

"Canister signs" means a sign that contains all the text and/or logo symbols within a single enclosed cabinet that may or may not be illuminated.

"Canopy" means any structural, ornamental roof-like appendage, freestanding or attached to a building, including roof overhangs, but excepting awnings.

"Clearance" means the vertical distance between the bottom of a sign and the finished grade below the sign.

"Directional sign" means an on-site sign designed and erected solely for the purpose of directing vehicular and/or pedestrian traffic safely within a project, pursuant to Section 17.72.130 herein.

"Double-faced sign" means any single sign structure having two sign face areas, with each face oriented up to one hundred eighty degrees from the other.

"Election sign" means any sign concerning candidates for elective office or involving a ballot measure.

"Face of building" means the general outer surface of the main exterior wall of any building, not including cornices, bay windows and other ornamental trim.

"Freestanding sign" means a sign supported by one or more posts erected on the ground.

"Illuminated sign" means any sign that has a source of light on the surface of the sign or in the interior of the sign itself.

"Indirectly lighted sign" means any sign that is illuminated from a remote location.

"Marquee" means a permanent projecting roof structure attached to and supported by a building wall, which may project over a public right-of-way.

"Neighborhood shopping centers" means three or more businesses, with separate entrances, that function as an integral unit and which utilize common off-street parking and access.

"Outdoor advertising structure" means any sign that has a flat surface sign space upon which advertising may be posted, painted or affixed, and that is primarily designed for the rental or lease of such sign space for advertising not relating to the use of the property upon which the sign exists.

"Outside display" means any permitted amount of goods, merchandise, material, landscape items or similar articles that are placed immediately outside a business. Such outside display shall not include prices, advertisements, or information regarding goods and services offered.

"Painted signs" means any sign that incorporates or utilizes no other materials than paint, located on any building surface excepting windows.

"Pedestrian oriented signs" means a sign that is mounted from a building façade or awning such that it hangs directly over a public sidewalk or building walkway and that it is designed, installed and intended to be viewed primarily by individuals walking by or near the store front. Such signs include projecting blade signs.

"Political sign" means any sign expressing a political, religious, or other ideological sentiment not involving an election.

"Portable sign" means a moveable temporary sign designed and placed immediately outside the location of a business. This includes A-frame and similar signs.

"Projecting sign" means any sign, the surface of which is not parallel to the face of the supporting wall and that is supported wholly by such wall. Signs on marquees that extend over the right-of-way that are placed so as not to be parallel with the street shall be considered projecting signs. This definition shall include "V" or wing-type signs, blade and bracket signs.

"Roof sign" means any sign erected upon or over the roof or parapet of any building and supported in whole or in part by the building.

"Sign" means any device for visual communication, including any announcement, declaration, display, illustration or insignia that is used to advertise or promote the products or services of any person, business group or enterprise available on the lot where located. Architectural features consisting of an integral structural part of a building shall not be considered a sign.

"Sign height" means the vertical distance measured from the ground level to the top of the sign.

"Temporary sign" means any sign, banner, decorative flag, pennant, valance, advertising display or other item intended to draw attention to, or provide information for a business. Such signs are typically constructed of cloth, canvas, light fabric, cardboard, wood, Plexiglas, wall board or other light materials with or without frames.

"Wall sign" means any sign affixed to the wall of any building or structure, in essentially a flat position on the wall.

"Window sign" means any sign painted on or affixed to the inside of a window.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.020 - Prohibited signs.

The following signs are inconsistent with the purposes and standards of this chapter and are therefore prohibited:

- A. Rotating, moving, flashing, changing, reflecting or blinking signs except time and temperature signs and other public service signs which may produce a changing message with lights, which does not create any traffic hazards and subject to approval of the planning commission;
- B. Animated signs;
- C. Signs on public property or right-of-way unless otherwise authorized within this chapter, and as provided in Section 17.20.020(J)(6);
- D. All off-site signs;
- E. Outdoor advertising structures, defined herein and commonly called "billboards";
- F. Signs employing exposed neon tubing, excluding reverse channel letters with silhouette illumination, neon signs approved under a creative sign permit and neon window signs not exceeding ten percent of the window area;

- G. Abandoned business signs;
- H. Canister signs also know as "can" or "cabinet" signs; and,
- I. Roofmounted signs.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.030 - General provisions.

The following general sign provisions and regulations shall apply.

- A. Sign Placement. Signs shall be placed facing the public right-of-way, interior courtyards or parking areas. Signs shall not be placed in a manner to interfere with the privacy or enjoyment of residences.
- B. Trade Construction Signs. One sign advertising the various construction trades shall be permitted on construction sites where there is an active building permit. Such signs shall not exceed thirty-two square feet in area.
- C. Proper Maintenance of Signs. The user, owner or lessee of a sign authorized hereunder shall maintain the sign in good repair with all illumination, if any, functioning, with all letters intact, and colors that are not faded. A sign that is not in good repair is a nuisance and shall be abated pursuant to the Sierra Madre Municipal Code.
- D. "No Trespassing" Signs. A "no trespassing" or "no dumping sign" not exceeding three square feet shall be permitted for public health and safety purposes in addition to other authorized signs.
- E. Freestanding Sign Height. Unless otherwise specified, the maximum height for freestanding signs shall be six feet.
- F. Painted Window Signs—Size. The maximum area of a painted window sign is twenty percent of each windowpane and the sign copy shall be changed at least every forty-five days.
- G. Awning signs. Signs on awnings are permitted provided the sign copy is limited to the valance if one exists, or covers not more than twenty percent of the awning surface, if no valance exists.
- H. Projection of Signs. The following schedule shall be applied to all those signs that project over public rights-of-way excluding those signs mounted directly on a marquee.

Clearance	Maximum Projection
Less than 8'	Not permitted
8' to 16'	1' plus 6" for each foot of clearance in excess of 8'
Over 16'	5'

- I. Marquee Signs. Signs may be mounted on the side and face perimeter of a marquee provided that those signs do not project more than one foot above said marquees. Signs mounted on the sides of marquees shall not project toward the street further than the edge of the marquee. Signs may be mounted under marquees provided that the clearance is a minimum of eight feet.
- J. Glare from Signs. All illuminated signs in all zones shall be designed in such manner as to avoid undue glare or reflection of light on private property in the surrounding area and so as not to create a traffic safety hazard.
- K. Election Sign Regulations. Election signs are permitted without a permit in all zones, however, the following regulations apply to candidates, their campaign committee(s) and their respective signs.
 - 1. A one hundred dollar cash bond shall be posted with the city to guarantee removal of election signs by candidates or their campaign committee(s) for all signs related to the campaign;
 - 2. Signs shall not exceed six square feet in area with the aggregate signage for each lot not exceeding eighteen square feet and signs shall not exceed six feet in height above the adjacent grade;
 - 3. Signs shall not be illuminated in residential zones;
 - 4. Signs shall not be nailed to trees, fences, public utility poles and shall not be located on city facilities;
 - 5. Signs shall be designed and placed in a manner that does not create a vehicular or pedestrian traffic safety hazard as determined by the city engineer.
 - 6. Signs shall be removed within ten days after the election or bond posted shall be forfeited and the city shall use whatever part of the bond money as is necessary for removal. Any amount of the bond remaining shall be refunded upon request made within ninety days after the election; and
 - 7. The one hundred dollar bond requirement shall also apply to signs located at campaign or party headquarters.
- L. Political Sign Regulations. Political signs are permitted without a permit in all zones subject to the following regulations:
 - 1. Signs shall not exceed six square feet in area with no side greater than three feet and the aggregate signage for each lot not exceeding twelve square feet and signs shall not exceed six feet in height above the adjacent grade;
 - 2. Signs shall not be illuminated in residential zones;
 - 3. Signs shall not be nailed to trees, fences, public utility poles and shall not be located in the public right-of-way; and
 - 4. Signs shall be designed and placed in a manner that does not create a vehicular or pedestrian traffic safety hazard as determined by the city engineer.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.040 - Sign regulations—R-1 and R-2 zones.

A. The following sign types and sizes are permitted without a permit:

1. A nameplate not exceeding one square foot in area containing the name and address of occupant of the premises;
 2. One unlighted sign not exceeding six square feet in area pertaining only to the sale, lease or hire of the particular building, property or premises upon which displayed;
 3. Historic plaques and markers provided that are approved by the cultural heritage commission.
- B. A sign permit shall, however, be required for signs up to twenty square feet in area per side for multiple dwellings, hotels, clubs, lodges, churches, schools, parks and signs approved under a conditional use permit.
- C. Signs exceeding twenty square feet per side are prohibited.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.050 - Sign regulations—R-3 zone.

- A. The following types and sizes of signs are permitted without a permit:
1. One nameplate per unit not exceeding one square foot in area containing the name and address of occupant of the premises;
 2. One sign with the name and address of the building not to exceed two and one-half square feet in area;
 3. One sign not to exceed nine square feet in area, pertaining only to the sale, lease or hire of only the particular building, property or premises upon which displayed;
 4. One sign not to exceed twelve square feet in area per side giving information on availability of rentals on multiple dwellings, hotels, clubs, lodges, churches, schools, parks.
- B. A sign permit shall, however, be required for signs up to twenty square feet in area per side for multiple dwellings, hotels, clubs, lodges, churches, schools, parks and signs approved under a conditional use permit.
- C. Signs exceeding twenty square feet per side are prohibited.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.060 - Sign regulations—R-P zone.

- A. The following types and sizes of signs are permitted without a permit:
1. No Sign Permit. One nameplate per dwelling unit or office not exceeding one square foot in area containing the name and address of the occupant of the premises;
 2. One sign with the name and address of the building not to exceed two and one-half square feet in area;
 3. One sign not to exceed nine square feet in area pertaining only to the sale, lease or hire of only the particular building, property or premises upon which displayed;
 4. One sign not to exceed twelve square feet in area per side, giving information on availability of rentals on multiple dwellings, professional offices.

- B. A sign permit shall, however, be required for signs up to twenty square feet in area per side for multiple dwellings, hotels, clubs, lodges, churches, schools, parks and signs approved under a conditional use permit.
- C. Signs exceeding twenty square feet per side are prohibited.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.090 - Sign regulations—C and M zones.

Except as otherwise provided in this chapter, each business shall be limited to not more than two signs.

- A. Sign Area. One and one-half square feet of sign area per lineal foot of building frontage.
- B. Frontage on Two or More Streets. A business in a building facing on more than one right-of-way shall be allowed the authorized sign area on each street which it faces, provided that the areas may not be accumulated on one right-of-way and shall not exceed the allowed area on any one right-of-way.
- C. Sale and Rental Signs. Commercial and manufacturing properties shall be authorized one for sale or rent sign while the property is actually for sale or rent. These signs shall not exceed two square feet in area and shall be designed and located in a manner approved by the development services and public works departments. No permit is required for these signs.
- D. Multi-tenant Buildings. Businesses in interior spaces of multi-tenant buildings may have signage at the street access and at their business location, however the total sign area shall not exceed one and one-half square feet per lineal foot of storefront.
- E. Generally, only the name or use of the business shall appear on the sign. The use of subordinate information such as telephone numbers, lists of products, pictures of products, etc., are discouraged, but may be considered at the discretion of the development services director. Further, where subordinate information is allowed, the name or use of the business shall be the dominant message and the subordinate information shall not create any vehicular or pedestrian traffic hazards.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.100 - C and M zones—Special conditions and uses.

- A. Second Story Businesses. Businesses maintained exclusively on the second floor of a two story building shall be authorized up to fifty percent of the total sign area as designated by the front footage of said building; provided, that in no case shall the combined total area of signs for all business on the second floor exceed fifty percent of the total authorized sign area.
- B. Listing of Business Associate. In addition to the other sign usage authorized herein, each separate business shall be allowed, on or behind windows facing the public view, a sign indicating the owners, operators or business associates exercising the use; provided, that such lettering shall be enclosed within a single area and shall not exceed a total of two square feet.

- C. Gasoline Service Stations. No outdoor advertising signs or structures shall be permitted except as provided in subsections (C)(1) through (4) of this section as follows:
1. Identification signs or structures which may be each of the following:
 - a. Identification signs may be located on or incorporated within the pump island canopy structures. These signs shall not project above the top of the canopy structure, shall not exceed a maximum area of twenty square feet for each sign face, and each sign shall be limited in length to a maximum of fifty percent of the long dimension of the canopy on which the sign is located, or
 - b. One freestanding sign or structure incorporated within freestanding walls, planter beds or other suitable building materials. Such sign shall not exceed twenty feet in height and will have a maximum sign area per sign face of thirty-five square feet. In no case shall these signs or sign structures be permitted to project beyond the property line;
 2. One permanently placed poster-type sign not exceeding four feet in width and six feet in height from the ground level shall be permitted. Such sign may be located at the discretion of the owner provided it is not located upon public property;
 3. Flags, banners, spinners and similar advertising devices shall not be permitted except as provided in Section 17.72.190 (Temporary signs and displays);
 4. Two Rate or Price Signs. Such signs shall not exceed three feet in width and four feet in height.
- D. Signs in Neighborhood Shopping Centers. In addition to the sign area allowed for individual businesses, shopping centers shall be allowed one double-faced, indirectly lighted identification sign. Said sign shall be allowed twenty-five square feet per side and shall have a maximum height of ten feet. In addition, for those shopping centers containing more than one acre of land area, said sign shall be allowed an additional ten square feet of sign per acre, but shall not exceed fifty square feet per side nor exceed ten feet in height.
- E. Pedestrian Oriented Signs. Each business is permitted a pedestrian oriented sign up to a maximum of four square feet per side. Such signs shall not be internally illuminated and shall hang from a bracket that projects away from the façade or awning to which it is mounted. If pedestrian oriented signs are utilized, the area of that sign is in addition the area that would otherwise be permitted.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.105 - Creative signs.

This section establishes standards and procedures for the review and approval of creative sign permits. The purpose of the creative sign permit is to encourage signs of unique design that exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit. This section also provides a process for the application of sign regulations in ways that will allow creatively designed signs to make a positive visual contribution to the overall image of the city, while mitigating the potential impacts of larger or unusually designed signs.

- A. Applicability. An applicant may request approval of a creative sign permit in order to allow standards that exceed the otherwise permitted standards of Chapter 17.72 by up to an additional twenty-five percent but comply with the purpose and findings of this

section. Additionally, exposed neon signs may be approved under a creative sign permit.

- B. Application Requirements. A creative sign permit application shall include all information and materials required by the development services department.
- C. Approval Authority. An application for a creative sign permit shall be subject to review and approval by the development services director, unless appealed.
- D. Findings. To approve an application for a creative sign permit, the director shall find that the proposed sign meets the following design criteria.
 - 1. Design Quality. The sign shall:
 - a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
 - b. Be of unique design and exhibit a high degree of thoughtfulness, imagination, inventiveness and spirit;
 - c. Incorporate the use of mixed media or use media in a unique manner; and
 - d. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale and proportion.
 - 2. Contextual Criteria. The sign shall contain at least one of the following elements:
 - a. Classic historic design style;
 - b. Creative image reflecting current or historic character of the City; or
 - c. Inventive representation of the use, name, or logo of the structure or business.
 - 3. Architectural Criteria. The sign shall:
 - a. Utilize or enhance the architectural elements of the building; and
 - b. Be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features and details of the façade.
 - 4. Impacts on Surrounding Uses. The sign shall be located and designed not to cause light and glare impacts on surrounding uses, especially residential uses.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.110 - Review by the planning commission.

The planning commission shall be required for the design and location of signs in excess of forty square feet, all signs projecting above the top of a building line, and freestanding signs in excess of twenty square feet. All other signs shall be reviewed and approved by the development services director; provided, however, that either the applicant or the director can request review by the planning commission.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.120 - Signs for public and quasi-public uses.

Directional and public safety signs for public and quasi-public uses may be permitted on public property. The design must conform to standard directional sign specifications. The total number of signs allowed shall be based on the minimum number necessary for adequate public safety and identification as determined by the city council.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.130 - Signs for public safety and convenience—Chapter compliance required.

When deemed necessary, the development services director or his/her authorized representative may authorize and approve directional signs not to exceed six square feet per face to serve the public safety or convenience, such as "Entrance" signs, "Exit" signs, "Office" signs, "Parking" signs and the like.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.140 - Permit required.

It is unlawful for any person, entity or corporation to authorize, alter, erect, construct, maintain, move, change, place, suspend or attach any sign within this city without an approved sign permit, and related building and electrical permits, as required by this chapter. Signs that legally existed prior to the effective date of this chapter may be altered, reconstructed, maintained, moved, or changed only in compliance with this chapter.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.150 - Application for sign permits.

Application for sign permits shall be made upon forms provided by the development services director and shall be accompanied by the following material.

- A. The name, address and telephone number of the property owner, permit applicant (owner of the sign) and the sign contractor, if any;
- B. Two copies of a site plan and elevations showing:
 1. Sign height, size, color, type, style, elevation above final grade level, method of illumination and materials for the proposed sign,
 2. Location, size and height of all signs and structures existing on the premises at the time of making such application,
 3. Position of sign and its relation to adjacent buildings or structures;
- C. Such other information as the director may require to show full compliance with this and all other ordinances of the city.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.160 - Application fees.

At the time an application for a sign permit is submitted, the applicant shall pay a fee pursuant to the most recently adopted city council fee resolution.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.170 - Double permit fee.

The applicable fee for a sign permit shall be doubled when the installation of a sign is commenced before obtaining a permit. Applicants shall also be subject to double fees for building and/or electrical permits.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.180 - Review of sign applications.

- A. Staff Review. All sign applications shall be reviewed for completeness by the development services department. As permitted by this chapter staff may approve, approve subject to modification, or deny any sign permit application subject to the criteria of subsection C below. A staff decision may be appealed to the planning commission.
- B. Planning Commission Review. Where specifically required herein the planning commission shall review any sign permit application and shall thereof approve, approve subject to modification, or deny said application subject to the criteria of subsection C below. Any decision of the planning commission shall be final unless appealed to the city council pursuant to Municipal Code requirements.
- C. Review Criteria. The appropriate reviewing body shall approve only those signs that are consistent with the purposes and intent of this chapter and that are found to meet the following criteria:
 - 1. Size, shape, color and placement of the sign is compatible with and bears an harmonious relationship to the building it identifies as follows:
 - a. Proportional size and scale. Size and scale shall be proportional to the building façade;
 - b. Integrated with the building. Signs shall be integrated into the façade recognizing and complimenting architectural projections and windows and establishing a rhythm to the façade;
 - c. Colors shall be selected to enhance sign legibility and visibility, further contrasting colors are encouraged.
 - 2. Both the location of the proposed sign and the design of its visual elements: materials, lettering, colors, decorative motifs, spacing, and proportions, shall be legible under normal viewing conditions prevailing where the sign is to be installed as follows:
 - a. Signs shall be oriented to either pedestrian or vehicle traffic;
 - b. Materials shall be compatible with the façade and reflective materials shall be avoided; and
 - c. Signs shall not crowd and overpower the façade by projecting too close to the edge of the wall or surface to which the sign is affixed.
 - 3. The location and design of the proposed sign shall not obscure from view, or unduly detract from adjacent signs.

4. The design and placement of the sign does not create a pedestrian or vehicular traffic safety hazard as determined by the city engineer.
5. The location and design of the proposed sign shall not have an adverse effect on the value and character of the adjacent residential zoning district or residential neighborhood. As evidenced by the signs orientation and light and glare impacts to the adjacent residential neighborhood.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.190 - Temporary signs and displays.

A temporary sign and/or temporary display permit shall be required, and may be issued by the development services director subject to the requirements of Sections 17.72.140 through 17.72.190, inclusive. At the director's discretion a permit for outdoor display and portable signs can be issued for a twelve-month period. That a copy of the approved permit shall be forwarded to the code enforcement officer.

- A. Outside Display. The display of goods and merchandise immediately outside a business is permitted subject to an approved permit as follows:
 1. A dimensioned site plan shall be submitted to the director, that indicates the location of the outside display area;
 2. The maximum display depth shall be no greater than five feet from the façade face but in no case closer than five feet to the edge of the sidewalk, with a maximum height of four above the sidewalk grade and the display shall cover not more than fifty percent of the width of the storefront (outdoor dining is exempt from these limitations);
 3. Goods and merchandise displayed outside of a business shall be limited to those items regularly stocked and sold in the business. Further, the display shall be installed and maintained in a neat and orderly fashion at all times, and goods may only be displayed during normal business hours; and,
 4. An encroachment permit shall be obtained from the department of public works.
- B. Temporary Banners. Temporary banners and similar signs as defined in this chapter, may be permitted by the director of development services as follows:
 1. Application for a temporary sign shall be made on forms provided by the director of development services. The application shall also indicate the size of the banner;
 2. A maximum of four temporary sign permits may be approved for any single business location within a calendar year, with the total cumulative temporary sign display days not to exceed sixty days. The maximum period for any individual temporary sign permit shall not exceed thirty days;
 3. If such temporary sign is to be placed on the public sidewalk, the applicant shall submit in addition to a temporary sign application, a site plan indicating the location of the temporary sign and an encroachment permit shall be obtained from public works; and
 4. Temporary banners shall be placed on the building façade. The attachment of banners to trees, light and utility poles or similar configuration shall not be permitted.

- C. Portable Signs. A moveable temporary sign that is designed and placed immediately outside the location of a business is allowed with an approved permit.
1. A dimensioned site plan shall be submitted to the director of development services that indicates the location and size of the portable sign. The sign shall be located immediately adjacent to the storefront or building façade and there shall be not less than five feet between the sign area and edge of the sidewalk to allow for free and unobstructed pedestrian access;
 2. Signs shall not exceed a total sign area of twenty-four square feet, or twelve square feet for each sign face;
 3. Portable signs may only be displayed during normal business hours; and
 4. An encroachment permit shall be obtained from the department of public works.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.200 - Amortization schedule.

Every on-site sign that is or that becomes non-conforming as a result of this ordinance shall be subject to remediation as provided for in California Business & Professions Code sections 5492, 5493, 5495 and 5497.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.210 - Appeals.

Any appeal from the abatement provisions shall be filed with the secretary of the planning commission within thirty days after the date of mailing of the order of abatement by the development services director. All lengths and periods of time established for abatement under the provisions of Section 17.72.200 are declared to be prima facie time limits only and may be the subject of appeal as provided herein. Any person who is the owner, or who has any ownership interest in any property to which said order of abatement applies, may file an appeal. Upon receipt of an appeal, the planning commission shall give notice of hearing and shall conduct the same in the manner prescribed in this code. With reference to notice of hearing, no notice need be given to surrounding property owners. At the time and place set for the hearing, the commission shall give the appealing party an opportunity to be heard, in addition, where the appeal is from a prima facie length of time established by the provisions in Section 17.72.200 for the termination of nonconforming uses, the commission shall either affirm or extend said prima facie period of time based on all of the following:

- A. The construction cost of the nonconforming structure;
- B. The date of construction;
- C. Types of materials of construction;
- D. Cost and extent of any structural improvements made subsequent to construction and prior to conformity;
- E. The minimum period of amortization established for said types of structures by the Internal Revenue Service under then current regulations and rules;
- F. Actual method of depreciation used for federal income tax purposes.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.220 - Grounds for dismissal—Decision final.

At the time notice of the abatement appeal hearing is given to the appellant as required herein, the development services director shall also notify the appellant to furnish the information specified in section 17.72.210(A)—(F) to the commission, at or before the time of hearing. Failure of the appellant to provide any of the required information shall be grounds for the immediate dismissal of said appeal. The commission's decision shall be final and conclusive in the absence of an appeal to the city council in the time and manner set forth herein with reference to zone variances and conditional use permits.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)

17.72.230 - Appeal of director's determination and revocation of permit.

An appeal of a determination of the director of development services, and the revocation of a sign permit shall be pursuant to the following provisions:

- A. Any decision by the director of development services pursuant to the provisions of this chapter may be appealed to the planning commission within fourteen calendar days from the date of the determination. Such appeal shall be made in writing and be accompanied by an appeal fee designated in the city of Sierra Madre fee resolution. The commission shall conduct a noticed public hearing within thirty days of staff receiving the appeal or as soon thereafter as is possible. The determination of the planning commission shall be final unless appealed to the city council pursuant to the provisions of the Sierra Madre Municipal Code.
- B. A sign permit may be revoked as follows:
 1. Upon the determination by the director of development services that the sign is not being displayed in conformance with the provisions of this chapter, or in conformance with the approved sign permit, the director of development services shall place the matter before the planning commission for consideration of revocation.
 2. The planning commission shall revoke the sign permit upon the determination that the sign is not being displayed in conformance with the provisions of this chapter, or in conformance with the approved sign permit.
 3. The determination of the planning commission may be appealed to the city council, pursuant to the provisions of the Sierra Madre Municipal Code.

(Ord. 1205 § 2 (Exh. 1 (part), 2003)