

**ORDINANCE NO. 2015-17
AN ORDINANCE OF THE CITY COUNCIL
OF THE CITY OF SAN JUAN BAUTISTA ADMENDING SECTION 11.10 (“SIGNS”)
OF TITLE 11 OF THE SAN JUAN BAUTISTA MUNICIPAL CODE**

WHEREAS, there exists a need in the City to establish regulations, guidelines and circumstances for the use of signs; and

WHEREAS, public health, safety, and welfare dictate that all signs are located to minimize negative impacts and enhances the community benefits.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA HEREBY ORDAINS AS FOLLOWS:

SECTION 1. Chapter 11-10 of the San Juan Bautista Municipal Code hereby is rescinded, and a new Chapter 11-10 (‘SIGNS’) is hereby adopted to read as follows:

- 11.10.010 Intent
- 11.10.020 General Regulations
- 11.10.030 Signs of Historical Significance on Historic Structures and Buildings
- 11.10.040 Comprehensive Sign Program
- 11.10.050 Signs in Residential Zoning Districts
- 11.10.060 Signs in Commercial and Mixed-Use Zoning Districts
- 11.10.070 Signs in Industrial Zoning Districts
- 11.10.080 Temporary Signs
- 11.10.090 Non-Conforming Signs
- 11.10.100 Prohibited Signs
- 11.10.110 Gasoline Price Signs
- 11.10.120 Community Public Interest Signs
- 11.10.130 Exceptions
- 11.10.140 Removal of Illegal and Abandoned Signs
- 11.10.150 Definitions
- 11.10.010 **Intent**

The intent of this Chapter is the continued preservation of the distinctive position that San Juan Bautista, *City of History*, holds in the history of California and of the nation. All signs shall demonstrate property owners' and businesses' mutual commitment to the goals of this City of History:

- to reflect the intent of the City's *General Plan* and *Design Guidelines* with emphasis on pedestrian orientation
- to provide for the health, welfare and safety of the public,
- to maintain a high quality of preservation
- to support the *Dark Sky Ordinance*, and
- to preserve and enhance the cultural and historic aesthetics and ambiance associated with San Juan Bautista, *City of History*.

11.10.020 **General Regulations**

- (A) Compliance with this Chapter All signs shall be erected, installed, altered, and maintained in all zoning districts of the City, including public and private streets therein, in compliance with the provisions of this Chapter. No person shall place, erect, install or maintain any signs in the City without first submitting an application, receiving approval by the City, and complying with the conditions of approval.
- (B) Compliance with the *San Juan Bautista Design Guidelines* All signs shall comply with the policies of Chapter 7.0 of the *San Juan Bautista Design Guidelines*.
- (C) Compliance with Zoning District Regulations All signs shall comply with the particular regulations of the zoning district in which they are permitted.
- (D) Site Restrictions All signs shall be located on the site for which a permit has been issued.
- (E) Sign Projection All new or replaced projecting signs shall have a vertical clearance of seven and one-half feet above sidewalk grade. Signs shall not extend above the ridgeline of a building nor project more than thirty-six inches from the outside wall of a building nor extend more than twelve inches beyond the face of curb in any public right-of-way.
- (F) First Amendment This policy shall be implemented in such a manner as to provide the fullest protection of the free speech of sign owners with all laws, including without limitation of state and federal constitutions, while recognizing the significant public health, safety and general welfare of the City in preventing illegal signs. City control of signs shall be limited to the size, placement and location only.
- (G) Indemnity for All Signs Approved by the City All sign permits approved by the

Planning Commission or other authority authorized by this Chapter for overhanging signs, freestanding signs, and signs attached to a structure shall include:

(1) a condition of approval for a signed written agreement, approved by the City, shall include an executed agreement to defend, indemnify and hold the City and its officers, officials, boards, commissions, employees, and volunteers harmless from and against any and all claims, demands, actions, expenses or liability arising or resulting from the doing or refraining from doing any act permitted by approval of such sign or the failure to comply with any terms or conditions of such approval or arising or resulting in any manner from the erection, construction or maintenance of such encroachment over the public right-of-way,

(2) a condition requiring liability insurance in a form required by the City and subject to City's required insurance amount, naming the City as an additional insured, is required for all signs projecting into a public right-of-way.

- (H) Sign Installation Standards Installation of all permitted signs shall be in accordance with the latest adopted California Uniform Codes and other codes adopted by the City.
- (I) Multiple Businesses on the Same Site When multiple businesses are being conducted on the same site, a Comprehensive Sign Program is required.
- (J) Reduction of Sign Area The regulations concerning sign area represent the maximum size that may be permitted but do not confer or establish a right to erect, install, or maintain a sign or signs having such maximum area. As a condition for the granting of any sign permit hereunder, the approving authority may require that the size of the sign be reduced below the maximum allowable sign area based on a finding that such a reduction is necessary to satisfy the provisions of this ordinance.
- (K) Illuminated Window Sign During business hours, a business open to the public shall be allowed one illuminated Window Sign without obtaining a permit for the sign, provided the sign shall not exceed 216 square inches.
- (L) Maintenance All signs shall be maintained, kept in good repair and kept readable.
- (M) In addition to other signs exempted from permit requirements in this Chapter, the following shall be also so exempted:

- (1) Holiday decorations, in season.
- (2) Temporary directional, emergency or detour signs when used for a period of less than 72 hours or for the duration of a construction, event or emergency activity.
- (3) One bulletin board or special event sign not exceeding twenty (20) square feet in area and not more than ten (10) feet in height on the site of a school, institution or public property, provided the contents of the sign relates to an activity conducted at, or sponsored by the school, institution or public agency.
- (4) Street address numbers painted on street curbs directly in front of the residence.
- (5) Information signs on doors to public restrooms and facilities not exceeding 120 square inches in area.
- (6) Any sign within the interior area of a business or establishment for purposes of directions, information or emergency existing permitted by the building codes.

11.10.030 Signs of Historical Significance on Historic Structures and Buildings

Existing signs on historic buildings shall be maintained intact to the greatest extent possible for their historical ambience.

- (A) All work and construction including the installation, maintenance, removal and preservation of signs on a historic site shall follow the standards for that particular type of building material in accordance with *The Secretary of the Interior's Standards for the Treatment of Historic Properties*.
- (B) Application for a permit to place a Historical Information Plaque on a building or structure indicating historical significance of the site shall be made to the Historic Resources Board. No fees shall be required for such application and installation.

11.10.040 Comprehensive Sign Program A Comprehensive Sign Program is required for any site having two or more non-residential tenants and/or multiple non-residential structures and must be approved by the Planning Commission prior to the issuance of any sign permits.

- (A) The Planning Commission may consider deviations of the San Juan Bautista Design Guidelines provided that the total sign area shall not exceed the area

allowed for the on-site sign regulations of the zoning district to which the sign is located within.

- (B) Consideration of flexibility and/or waivers of the San Juan Bautista Design Guidelines shall include, but not be limited to: consistency with style and character of signs on adjacent properties; whether the signs would detract or adversely impact the use and enjoyment of adjacent properties; and whether the signs would have an adverse impact on the safe and efficient movement of pedestrian or vehicular traffic.
- (C) All signs in a Comprehensive Sign Program shall conform to the *San Juan Bautista Design Guidelines*.

11.10.050 Signs in Residential Zoning Districts and Residences in Mixed-Use Districts

The following signs are allowed in all residential districts, subject to the regulations for each category of sign:

- (A) A sign not exceeding two square feet for the identification of non-residential uses.
- (B) A name plate not exceeding one square foot.
- (C) A permanent sign at the entryway identifying a subdivision or development.

11.10.060 Signs in Commercial and Mixed-Use Zoning Districts The following signs are allowed in all commercial and mixed use districts, subject to the regulations for each category of sign:

- (A) Identification signs affixed to the exterior of the structure that comply with the following standards:
 - (1) For interior lots. One-fourth square foot of sign for each foot of street frontage of the site
 - (2) For corner lots. The area of the sign for a corner lot shall be one-quarter square foot of each foot of width of the street frontage elevation of the building plus one-quarter square foot for each length of side elevation of the building. Where building on a lot has a viewable side elevation and the adjacent lot of the viewable side elevation can be built upon, no additional square footage shall be allowed.
 - (3) For multiple businesses in one building. A Comprehensive Sign Program is required. One-quarter square foot of sign for each foot of store frontage with a maximum aggregate area of all identification signs of 40 square feet. In no event shall the sign area of any business exceed eight square feet.

- (4) For Motel and Hotel. An on-site identification sign not exceeding 16 square feet, which may be freestanding and shall conform to the San Juan Bautista Design Guidelines.
- (B) On-site directional signs, not exceeding three square feet and five feet in height which may be free-standing.
- (C) Bulletin boards, not exceeding 20 square feet and ten feet in height, on the site of an assembly use and related to the an activity conducted at or sponsored by the assembly organization. The bulletin board may be free-standing.
- (D) Real Estate Signs, All real estate signs shall be non-illuminated, and not exceeding 24 square feet. Real Estate signs shall be approved for a period of six months. City Manager may approve an extension for a three-month period upon request.
- (E) Special Event Signs not exceeding ten square feet for not more than 30 days prior to the event. Such signs must be removed within two days after the event. No more than two special event signs shall be allowed on a business establishment in any 12-month period, with at least three months between the removal of the previous and the posting of the new sign.

11.10.070 **Signs in Industrial Zoning Districts** The following signs are allowed in industrial zoning districts, subject to the regulations for each category of sign:

- (A) Identification signs not exceeding six square feet, for each use on the site.
- (B) Identification signs, not exceeding 12 square feet, on the site of a public building or grounds, a community facility, or an institutional facility. Such signs may be free standing.
- (C) On-site directional signs not exceeding three square feet and five feet in height and may be freestanding.
- (D) Where multiple buildings are to be located on a single site, a Comprehensive Sign Program shall be required.

11.10.080 **Temporary Signs** These signs include:

- (A) Temporary Construction Signs Permits for signs advertising temporary construction in any district shall be issued for a period not exceeding six months following the issuance of the building permit for the project. The signs shall be removed at that time unless the permit is renewed for a second, and maximum,

six-month period by the Planning Commission. The signs must conform to the following regulations:

- (1) The sign must be located on the same site as the construction project.
- (2) Only one sign, having an area not exceeding fifteen square feet may be erected or displayed on the site.
- (3) If the development consists of a residential subdivision where a temporary subdivision sign has been issued, a temporary construction shall not be allowed.

(B) Election Campaign Signs Election campaign signs are allowed subject to the following regulations:

- (1) Before placement of election campaign signs, the agent/candidate shall post with the City Clerk a plan for the removal of all signs including those at the campaign headquarters.
- (2) In industrial zoning districts, signs on any parcel may not exceed thirty-two square feet in area.
- (3) In commercial and residential zoning districts, signs shall not exceed six square feet.
- (4) Election campaign signs shall not be located within a public right-of-way nor on public property and all poles within the public right-of-way.
- (5) All election campaign signs shall be removed within ten days following the election to which the sign pertains

(C) Grand Opening /Closing and other Special Event Signs

Signs not exceeding twenty square feet in area and not exceeding fifty percent of the total window area may be permitted to announce the commencement of or closing of a business establishment. Such signs shall not be displayed for more than thirty days in one year period and shall not exceed a cumulative display time of thirty days.

(D) Special Event Signs Signs shall not exceed ten square feet and may be displayed for no more than 30 days prior to the event. Such signs must be removed within two days after the event. Two special event signs may be allowed on a business establishment in any 12 month period, with at least three months between the removal of the previous and the posting of the new sign.

(E) Real Estate Signs The following signs relate to the development, sale and showing of real property.

(1) Subdivision Signs

- (a) Off-site tract signs Not more than two directional signs, each facing a different direction and not exceeding eighteen inches by thirty inches in size may be erected or displayed adjoining the intersections of streets leading to the subdivision.
- (b) On-site tract signs One sign, not exceeding 24 square feet, advertising the subdivision, may be erected or displayed adjoining each street on which the subdivision abuts and adjoining each entrance to the subdivision.
- (c) Model Home Signs One sign, not exceeding six square feet advertising a model home may be erected or displayed on the site of each model home in a subdivision.

(2) Open House Signs Open house signs are permitted in any zoning district subject to the following restrictions:

- (a) There shall be no more than three open house signs per event.
- (b) The open house sign shall not exceed one square foot and four feet in height.
- (c) The signs may be fixed to a single pole or be portable.
- (d) The signs must include identification of the agency responsible for installing the signs
- (e) The signs shall be removed daily.

(3) For Sale Signs Permits for temporary subdivision signs in the R1, R2 and R3 zoning districts may be issued for a period not exceeding one year following the recordation of the final subdivision map and/or vacant unoccupied lots. The signs shall be removed at that time unless the permit is renewed for a second, and maximum, one year period by the appropriate authority.

(4) Real Estate Signs Not exceeding 24 square feet nor four feet in height and shall not be illuminated.

11.10.090 **Non-Conforming Signs** This section regulates the use and removal of non-conforming signs.

(A) Modifications to Non-Conforming Signs The following changes are allowed to non-conforming signs:

- a. Changes in sign face copy.

b. Changes that reduce the extent to which the sign does not comply with this Chapter. Such changes to a non-conforming sign shall have no effect on the length of the amortization period for that sign.

- (B) Notification of Non-Conformity Upon a sign becoming non-conforming with this Chapter, the appropriate authority shall notify the business owner and property owner of the site where the sign is located, as shown on the last equalized assessment roll, of such fact by notice sent by certified return receipt mail. The notice shall contain:
- a. A description of the property where the sign is located and a description of the sign.
 - b. A statement that the sign has become non-conforming.
 - c. A statement of applicable amortization criteria.
- (C) Information concerning more than one sign, and information concerning separate amortization dates for different characteristics of one or more single signs separately stated, may be included in a single notice. If the appropriate authority learns that for any reason notice was not given in a timely manner, or that notice given was defective in any way, the appropriate authority shall promptly mail a proper notice to the business owner and property owner, even if the regular time for notification has expired. Notice mailed after the time required by this section meets the requirements of this section for notification.
- (D) Effect of Mailing Notices Notice mailed as provided in this Chapter is deemed to be notice to the owners of non-conforming signs, and to all persons having any right, title, or interest therein. The mailing of notices is intended as a convenience to sign owners. However, no failure to give notice shall invalidate any proceeding to enforce this Chapter to abate any sign or to punish any sign violation.
- (E) Amortization of Non-Conforming Signs A conforming sign that becomes non-conforming shall be considered non-conforming for a period of five years and then must be removed at the owner's expense. A time extension under extenuating circumstances may be applied for prior to the date of amortization.

11.10.100 **Prohibited Signs** The following signs are prohibited in the City:

- (A) Portable A-frame signs unless located entirely on private property and within 15 feet of a public entrance. An A-frame sign should not interfere with pedestrian ingress or egress as required by the Building or Fire Code.

- (B) Internally-illuminated signs (with the exception of signs included in 11.10.020), neon signs, florescent or phosphorescent colors, flashing signs, and LED (light-emitting diode) signs.
- (C) Animated, moving (or simulating movement) signs.
- (D) Portable signs, except for open house signs, election campaign signs, and special event signs that comply with the provisions of this Chapter.
- (E) Any sign affixed to any vehicle or trailer unless the vehicle or trailer is intended to be used in its normal business capacity and not for the primary purpose of advertising a use or event or attracting persons to a place of business.
- (F) Signs or sign structures that resemble or conflict with traffic control signs or devices whether by color, wording, or location.
- (G) Signs that create a safety hazard by obstructing the clear view or safe movement of vehicular or pedestrian traffic.
- (H) Signs that obstruct any door, window, fire escape or other emergency exit.
- (I) Posters, placards, announcements, advertising and similar signs attached to any fence, pole, wall, bus stop, bench, or any other object in or upon a public right-of-way excepting notices posted by a public officer in the performance of a public duty, any person for the purpose of giving legal notice, warning or informational signs required or authorized by governmental regulations.
- (J) Any sign, including a political sign, attached, maintained, painted, printed, or otherwise affixed to a curbstone, lamppost, hydrant, tree, shrub, tree stake or guard, utility pole, wire, bench, sidewalk, crosswalk, traffic signpost, traffic control device, or structure in or upon any public street, alley, or upon any other public property, except by a duly authorized public employee performing a governmental function, or required or permitted by law. Any sign so prohibited may be removed by City personnel, and persons responsible for placing the signs may be charged by City for costs of removal.
- (K) Freestanding outdoor advertising signs and structures (billboards).

11.10.110 **Gasoline Price Signs** In accordance with Business and Professions Code, a single gasoline price sign shall be permitted on the property of a business selling gasoline. Such a sign may be free-standing if necessary to comply with State's

requirements regarding visibility from the adjacent street to the site. Said sign shall comply with the following requirements:

- (A) The sign shall advertise not more than the major grades of motor fuel offered for sale.
- (B) The area of the sign shall not exceed ten square feet in area unless the applicant can demonstrate to the City that a sign of greater area is needed to contain all of the numerals, words and figures required to be shown in accordance with state law.

11.10.120 **Community Public Interest Signs**

- (A) Public Interest Signs On-site and off-site directional signs may be permitted in any zoning district to advertise, identify or direct persons to public and quasi-public areas, centers, institutions and other such areas that are points of general public interest.
- (B) Gateway Signs Multiple signs on a single structure displaying the logos of local service clubs logos may be permitted on a single sign structure adjacent to an arterial street at each of the three entrances to the City.

11.10.130 **Exceptions**

- (A) In order to prevent undue hardship or inequitable application of this Chapter, the Planning Commission may grant an exception from any maximum standard of this Chapter for a particular application. The intent of such exception is not to grant a special privilege to any property owner, but to assure fair and equitable treatment of properties that have unusual location, configuration and graphic communication problems. Any exception request shall be specified in a sign permit application and shall be reviewed as part of that application.
- (B) Temporary sponsorship signs describing sponsors of teams and leagues playing at Abbe Park are exempt from this Chapter subject to the following: (1) they shall be attached to fencing in place at the Park; (2) they shall not exceed the height of the fencing and shall be spaced at least eight feet apart to allow viewing through the fencing, and for security purposes; (3) they may be installed no earlier than one week prior to the playing season to which they apply, and shall be removed no later than one week after that season.
- (C) Previous action by the City has exempted the following signs from regulation, thus they shall not be prohibited by Section 11.10.100B.
 1. the existing outdoor neon bakery sign at the San Juan Bakery (Third and Polk Streets);

2. the existing outdoor neon Mission Cafe sign (300 Third Street);
3. one neon beer advertisement sign for each Mom and Pop's Bar and Daisy's Bar (205 and 213 Third Street, respectively); and
4. existing outdoor neon sign at Neil's San Juan Super Market (54 Muckelemi Street). These exemptions are only for the described signs existing as of November 1, 2007, at the described locations, and for no other new or replacement signs. These signs can be rebuilt and repainted to be operable.

11.10.140 **Removal of Illegal and Abandoned Signs**

It is the intent of this section: a) to provide for the removal or abatement of illegal and abandoned signs on public and private property in the City; b) to protect the public health, safety and general welfare of the citizens and visitors to the City; and, c) respect the First Amendment rights of those persons using signs to communicate to the public at large.

(A) Notice of Violation Upon being notified by telephone or certified mail by the City to remove an illegal or abandoned sign, the owner of the sign shall remove it within the time designated by the City for removal.

(B) Removal of Illegal and Abandoned Signs After Notice Has Been Given If a sign required to be removed pursuant to subsection A of this Section is not removed within the time designated by City, the City may proceed to remove the sign pursuant summarily or, if required by law, pursuant to applicable abatement process.

(C) Notice to Owner After Removal and Storage of Illegal and Abandoned Signs The City, following removal of the illegal sign, shall notify the owner by telephone or certified mail that the illegal and abandoned sign has been removed, where it is being stored and that it may be retrieved within seventy-two hours. If the sign is not retrieved within the designated time, the City may dispose of the sign.

(D) Removal of Illegal and Abandoned Signs When the Owner Cannot be Identified If the owner of the sign cannot be determined from the sign itself, and the City has no further information as to who the owner might be, the City may remove the sign without further notice. The City shall store the sign for a period of no less than twenty-four hours after removal. If the sign is not claimed within the twenty-four hour period, the City may dispose of the sign without further notice.

(E) Hazardous Illegal and Abandoned Signs If the City determines that a sign posted on public property or within a public right-of-way constitutes an immediate or imminent threat to the public health and safety due to its location, construction or other

circumstances, the City shall immediately, and without further notice to the owner, remove the sign.

11.10.150 **DEFINITIONS**

A-Frame Sign An A-frame sign is a temporary sign which is positioned on a sidewalk area and is hinged at the top with support legs spread to form a triangular arrangement.

Abandoned Signs An abandoned sign is a sign which no longer displays the use or name of the business establishment to which the sign was approved for or has discontinued the operation and use of the business for a period of six months.

Aggregate Area The total sign area for all signs on the site shall be calculated for conformance to the area allowed in the category applied for.

Amortization The process by which non-conforming uses and structures must be discontinued or made to conform to requirements of the current zoning ordinance at the end of a specified period of time.

Area The area of a sign is the total square feet of the sign within the border of the outside perimeter or the total area within the outside dimensions of the letters of the sign if there is no outside perimeter. The total area of a sign shall not exceed the size specified in the categories listed in this Chapter.

Awning An awning is a roof-like cover extending over the sidewalk area in front of a building that maintains height clearance for pedestrian foot traffic and is structurally secured to the building and/or sidewalk.

Awning Sign An awning sign is a hanging sign suspended from the structural supports of the awning cover and conforms to the height clearance and size allowed in the category applied for.

Bulletin Board A bulletin board is a wall-hung board capable of allowing tacks, pins, or tape to mount notices, advertisements or information.

Clearance The measured distance from the ground, sidewalk, or pavement surface to the lowest point of the sign or sign frame above the surface.

Comprehensive Sign Program A comprehensive sign program is for multiple tenant buildings. The building may be a commercial or residential complex, structure or center under single ownership.

Conforming Sign A sign that is legally installed in accordance with federal, state, and local laws and ordinances.

Corner Lot A corner lot has two or more street frontages on a public street or road. An open vacant lot or alley adjacent to a building or structure is not a public street or road.

Dark Sky Ordinance San Juan Bautista Municipal Code Chapter 11-13 Lighting, Article 1. Standards, 11-13-010.

Flag A banner that is the emblem of a governmental agency.

Flag Lot A flag lot is a lot that has a small minimum street frontage and where the building or structure is situated behind a narrow access corridor.

Free-Standing Sign A sign standing alone or on its own foundation free of support or attachment to a building, structure, post, or pole.

Hanging Sign A hanging sign is any sign hanging from an awning, covered roof, building roof overhang or structural projecting frame over a sidewalk area.

Height of Sign The measured distance from the ground, sidewalk, or pavement surface to the highest point on the sign or sign frame above the surface.

Historic Buildings Any building identified as a historical building, registered state historical building, registered federal historical building, or building of local significant historical value within the Historic District of the City.

Historical Information Sign (Also known as plaques) Any organization or property owner placing an approved City of San Juan Bautista Historic Plaque on a building indicating historic significance of a site, building, or structure must make an application to the Historic Resources Board. All fees will be exempted for the application and installation.

Illuminated Sign Any sign that requires some type of lighting element for enhancing or increasing the visibility.

Illuminated Window Sign Any sign that requires some type of lighting element for enhancing or increasing the visibility and is placed within 12 inches of an interior window.

Internally Illuminated Sign Any sign that is internally illuminated by neon, LED (light-emitting diode), fluorescence, mercury vapor, helium, plasma, or cathode gas discharged lights.

Indemnity Security against hurt, loss or damage; a promise to pay for the cost of possible damage loss or injury

Kiosk A small independent open structure with one or more sides that is used for advertisement, public information, directional assistance or merchandising services.

Lot A parcel of land that is shown on the San Benito County Assessor's Map, having an assigned assessor parcel number and fronts on a city street or road.

Monument Sign A sign that is free standing, secured to a concrete foundation that is embedded in the ground, not exceeding six feet in height and fifteen in length. The sign identification area shall not be greater than 15% of the surface area of the monument sign facing the direction of exposure to traffic or visible view.

Mural A mural is a picture or representation, in any type of medium, on an exterior surface of a building, structure, fence or garden wall that commemorates local culture or history, tells a story, or celebrates the unique features of our community. All mural designs must be submitted for approval by the Historic Resources Board and the Planning Commission.

Neon Sign A neon sign is a gas filled electrical powered sign that is internally illuminated. A neon sign may be individual letter or bulbs encased in a bordered frame. See Internally Illuminated Sign

Non-Conforming Sign A sign legal when erected or installed, but which no longer conforms to sign regulations.

Non-Illuminated Sign Any internal or external sign that does not require electrical power to display the sign's contents other than natural day time sunlight.

Portable Sign A sign that is not attached or secured to any building, structure or foundation, capable of being relocated or moved and has its own supporting frame.

Projecting Sign A sign that is attached to a frame, secured to a building or structure, which projects over the sidewalk area by a frame and is perpendicular to the pedestrian foot traffic.

San Juan Bautista Design Guidelines "...a tool to help implement these plans [the SJB General Plan and Historic San Juan Bautista Preservation and Enhancement Plan] and enhance the community of San Juan Bautista," **as adopted by Resolution No. 2004-09 of the City Council on April 20, 2004, and as may be amended from time to time thereafter.**

San Juan Bautista General Plan The document adopted by the City Council in accordance with State Planning and Zoning Law regarding the goals, objectives, and policies for the City.

The Secretary of the Interior's Standards for the Treatment of Historic Properties – "...intended to promote responsible preservation practices that help protect our Nation's irreplaceable cultural resources..."

Sign or Signage A visual communication device, including any structure, display, balloon or graphic used to convey a message to its viewers, including every advertising message, announcement, declaration, insignia, color, surface, or space erected or maintained in view of the observer for identification, advertisement, or promotion of the interests of any person, entity, product or service.

Special Event Signs Special event signs are allowed for businesses that feature special events at their establishment. The signs are restricted to the size, number of events per year and the period between events during the year. See Section 11.10.060, Subsection E.

Street Frontage The side or those sides of the building where the main entrance to each business conducted therein is located. For purposes of computing sign area hereunder, no single business may have a main entrance on more than one side of the same building.

Strobe Light A strobe light is a high intensity flashing light that emits random and periodical flash rays of light on a recurring basis. Strobe lights located externally or internally on a building shall be strictly prohibited unless an exception is approved by the Planning Commission.

Wall Sign Any sign that is painted on or attached to an exterior wall of a building conforming to the area specified in the zoning district to which it is located and meeting the California Uniform Codes requirements for attachments.

SECTION 2: Effective Date. This Ordinance shall take effect 30 days after its adoption by the City Council.

The FOREGOING ORDINANCE was first read at a regular meeting of the San Juan Bautista City Council on the 17th day of March, 2015, and was adopted at a regular meeting of the San Juan Bautista City Council on the 21st day of April, 2015 by the following vote:

AYES: Lund, Boch, Edge, Martorana, West

NOES: None

ABSENT: None

ABSTAIN: None

Mayor Robert Lund

ATTEST:

Connie Schobert, City Clerk

APPROVED AS TO FORM:

Deborah Mall, City Attorney