

SECTION 2019: Advertising in P-O and C-1 Zones.

- H. Banners, Handheld Signs, Portable Signs and Inflatable Signs: Banners, handheld signs, portable signs, and other similar temporary advertising devices shall be prohibited except for business openings, special events, and promotional events.
1. A Temporary Sign Permit shall be secured prior to the installation or display of any such sign. Issuance of a temporary sign permit may be contingent upon the overall permissible area available for temporary signs within a geographic area as identified in Section 2019 (H) 6. In addition, the application would be reviewed in light of other temporary sign permit applications submitted for the same area, which may put such signs in conflict with Section 2019(H) 6.
 2. A Temporary Sign Permit shall be granted for any one (1) business or building for a period of three (3) calendar months. A Temporary Sign Permit shall authorize the business to display a banner, handheld sign, portable sign or inflatable sign for the duration of the sign permit. A maximum of two (2) such signs may be permitted with a single application.
 3. No more than one (1) Temporary Sign Permit shall be in effect simultaneously for any business.
 4. Each business shall be limited to a maximum of four (4) Temporary Sign Permits in any calendar year. Permits valid in two calendar years shall be counted within the earlier calendar year.
 5. Each business shall be limited to a maximum of one (1) Temporary Sign Permit for the purpose of advertising a “Going Out of Business Sale,” or the equivalent in any calendar year.
 6. Unless otherwise authorized by a signage plan adopted by the City Council as a component of a Design Overlay Site Review or Planned Development Specific Plan, freestanding Temporary Signs for multiple tenants of any one building, shopping center, office complex, or unified development, shall be separated by a minimum of one hundred (100) feet.
 7. No banners shall exceed forty (40) square feet.
 8. A-Frame signs are not considered temporary and as such do not apply to Section 2019 of this Code. A-Frame signs are regulated in Section 2015.

SECTION 2020: Advertising in C-2, C-3, C-H, M-1, M-2, and A-D Zone.

- F. Banners, Handheld Signs, Portable Signs and Inflatable Signs: Banners, handheld signs, portable signs, and other similar temporary advertising devices shall be prohibited except for business openings, special events, and promotional events.
1. A Temporary Sign Permit shall be secured prior to the installation or display of any such sign. Issuance of a temporary sign permit may be contingent upon the separation between temporary signs within a multi-tenant development or an individual site as identified in Section 2020(F) 6. In addition, the application would be reviewed in light of other temporary sign permit applications submitted for the same area, which may put such signs in conflict with Section 2020(F) 6.
 2. A Temporary Sign Permit shall be granted for any one (1) business or building for a period of three (3) calendar months. A Temporary Sign Permit shall authorize the business to display one (1) banner, handheld sign, portable sign or inflatable sign per business frontage for the duration of the sign permit.
 3. No more than one (1) Temporary Sign Permit shall be in effect simultaneously for any business.
 4. Each business shall be limited to a maximum of four (4) Temporary Sign Permits in any calendar year. Permits valid in two (2) calendar years shall be counted within the earlier calendar year.
 5. Each business shall be limited to a maximum of one (1) Temporary Sign Permit for the purpose of advertising a “Going Out of Business Sale,” or the equivalent in any calendar year.
 6. Unless otherwise authorized by a signage plan adopted by the City Council as a component of a Design Overlay Site Review or Planned Development Specific Plan, freestanding Temporary Signs for multiple tenants of any one building, shopping center, office complex, or unified development, facing a common street frontage shall be separated by a minimum of one hundred (100) feet.
 7. All banners, regardless of their ratio allowance of signage to building face, shall not exceed forty (40) square feet.

SECTION 2015: Projection of Signs and Advertising Structures.

- A. In any residentially zoned district, with the exception of newspaper and mail receptacles, no sign or advertising structure shall extend or project over any public sidewalk, street, alley, or other public property unless exempted under Section 2006(A) 8 of this article.
- B. Signs or advertising structures projecting more than six (6) inches from the face of a building, or any other supporting structure, over travel ways or walkways on private property used or intended to be used by the general public, shall have a minimum clearance of eight (8) feet above the pavement or finished grade. Such signs may not project greater than forty-eight (48) inches.
- C. Signs or advertising structures projecting not more than six (6) inches from the face of a building or any other supporting structure, over a public sidewalk or any other public property, shall have a minimum clearance of eight (8) feet above the pavement or finished grade.
- D. Signs or advertising structures projecting more than six (6) inches from the face of a building or any other supporting structure, over a public sidewalk or any other public property, shall have a minimum clearance of ten (10) feet above the pavement or finished grade.
- E. No sign or advertising structure shall exceed a horizontal dimension of more than thirty (30) inches when projecting from the face of any building or any other supporting structure, whether privately or publicly owned. When the sign projects over a public sidewalk or any other public property, and is suspended from or supported by a rod, anchor, or other hardware, the overall horizontal dimension may not exceed thirty-six (36) inches. When the sign projects over a public sidewalk or any other public property, and when said sign is placed on or suspended from an awning, canopy, or marquee, the overall horizontal dimension must not exceed a length of forty-eight (48) inches.
- F. No sign or advertising structure shall project into any public alley below a height of eight (8) feet, nor more than eight (8) inches when over eight (8) feet.
- G. Signs or advertising structures in any residential, P-O, and C-1 zoned districts may not be attached to the roof of a building, nor shall it exceed the height of the roof of the building to which it is attached.
- H. A-Frame Signs: Within a portion of the Redevelopment Area Number 1, further defined as that area bounded by Henderson Ave. to the north, the Tule River to the south, A St. and 3rd St. to the east, and E St to the west, as defined in Section 5032 of the City Code, such signs may encroach into the right of way up to two (2) feet from the property line if, once the sign is in place, there remains an eight (8) foot wide walkable area. Such sign is to be removed during non-operational hours and the sign shall be oriented so it is clearly visible to pedestrians.