

ORDINANCE NO. 2564

**ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHICO
AMENDING CHAPTER 19.74 OF TITLE 19 OF THE CHICO
MUNICIPAL SIGN CODE TO EXEMPT GOVERNMENTAL SIGNS
(City of Chico)**

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7 **WHEREAS**, the Planning Commission considered the various proposed sign code
8 amendments, staff report, and comments at a duly noticed public hearing held in the manner
9 required by law, and recommended approval to the City Council on March 18, 2021; and

10 **WHEREAS**, the proposed sign code amendments would exempt certain governmental signs
11 that are installed in the City right-of-way or on City property; and

12 **WHEREAS**, the proposed sign code amendments establish new definitions of Governmental
13 Sign and Informational Sign Kiosk; and

14 **WHEREAS**, the proposed sign code amendments would facilitate the installation of the
15 Informational Sign Kiosks in the Downtown area; and

16 **WHEREAS**, The City Council finds the proposed Sign Code amendments are consistent
17 with numerous General Plan Circulation, Downtown and Economic Element Goals, Policies and
18 Actions; and

19 **WHEREAS**, the City Council finds the proposed Sign Code amendments are consistent with
20 other provision of the Municipal Code and compatible with uses authorized in, and the regulations
21 prescribed for, the affected zoning districts; and

22 **WHEREAS**, the proposed Sign Code amendments would add sign review parameters in the
23 PQ (Public/Quasi Public Facilities) zone; and

24 **WHEREAS**, the proposed sign code amendments have been determined to be exempt from
25 the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) (General Rule
26 Exemption), and pursuant to Section 15311(a) (Accessory Structures – On Premises Signs) of the
27 CEQA regulations.

28 **BE IT ORDAINED** by the Council of the City of Chico:

1 **SECTION 1.** Section 19.74.040 of the Chico Municipal Code is amended as follows:

2 **19.74.040 Definitions.**

3 The following are definitions of specialized terms and phrases used in this chapter. The
4 definitions are organized in alphabetical order.

5 Abandoned Sign. Any sign (a) located on property that becomes vacant or unoccupied, (b)
6 which pertains to any occupant or business unrelated to the premises' present occupant or
7 business, or (c) which pertains to a time, event or purpose which no longer applies or exists.

8 Alteration. Any change of copy, sign face, color, size, shape, illumination, position, location,
9 construction, or supporting structure of any sign.

10 Anchor tenant. Within a multi-tenant development, up to three tenants that occupy the greatest
11 amount of floor area.

12 Animated or Moving Sign. Any sign which uses movement, lighting, or special materials to
13 depict action or create a special effect to imitate movement.

14 Area of a Sign. See "Sign Area."

15 Awning Sign. Any sign copy or logo attached to or painted on an awning.

16 Banner, Flag, or Pennant. Any cloth, bunting, plastic, paper, or similar non-rigid material used
17 for signage.

18 Bench Sign. Copy painted on any portion of a bench.

19 Blade Sign. A sign oriented perpendicular to the face of the building, typically hung beneath an
20 awning or canopy.

21 Building/Structure Frontage. That building elevation which fronts on a public street, public
22 parking lot, private parking lot available to the general public, or pedestrian walk where
23 customer access to a structure is available.

24 Business Frontage. That portion of a building frontage occupied by a single business tenant
25 having a public entrance within the building frontage.

26 Business Identification Sign. A commercial sign, either wall-mounted or ground- mounted,
27 identifying a use, facility, service, or product which is located, sold, or manufactured on the same
28 premises as the sign. Typically used to identify the name, address, and use of the premises.

1 Cabinet Sign (Can Sign). A sign which contains all the text and/or logo symbols within a single
2 enclosed cabinet and which may or may not be internally illuminated.

3 Center Identification Sign. A wall or ground-mounted sign, typically larger and in addition to
4 smaller monument signs, located on a multi-tenant commercial or industrial property. Typically
5 used to identify the name of the center and anchor tenants.

6 Changeable Copy Sign. A sign designed to allow the changing of copy through manual,
7 mechanical, or electrical means, including time and temperature.

8 Channel Letters. Three-dimensional, individually cut letters or figures, illuminated or
9 unilluminated, affixed to a structure.

10 Commercial Sign. Any sign containing a commercial message. Includes all signs not classified
11 as noncommercial signs.

12 Construction Sign. A temporary sign on real property on which construction of new
13 improvements is occurring. Typically used to identify the developer, contractor, architect, and
14 other parties involved in the construction.

15 Directional Sign. An on-site sign designed to guide or direct pedestrian or vehicular traffic to
16 uses on the same site.

17 Directory Sign. A sign listing the persons, activities or tenants located on-site.

18 Double-Faced Sign. A sign constructed to display its message on the outer surfaces of two
19 identical and/or opposite parallel planes.

20 Edge of Roof. On a pitched roof, the lowest portion of the fascia board covering the roof rafters
21 or, if no fascia board exists, the lowest point of the roof rafters. On a flat roof, the top of the
22 parapet wall.

23 Electronic Reader Board Sign. A sign with a fixed or changing display composed of a series of
24 lights, including LEDs and LCDs, but not including time and temperature displays. An
25 Informational Sign Kiosk is not considered an electronic reader board sign (see “Informational
26 Sign Kiosk” definition).

27 Flashing Sign. A sign that contains an intermittent or sequential flashing light source.
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1 Future Tenant Identification Sign. A temporary sign on a nonresidential construction
2 site. Typically used to identify the future tenant of a property.

3 Governmental Sign: Any sign approved by the City Council to be installed or erected in the
4 public right-of-way or on City property, including an informational sign kiosk or other signage
5 intended to inform the public.

6 Ground-Mounted Sign. A sign fixed in an upright position on the ground, not attached to any
7 structure other than a framework, pole, or device erected primarily to support the sign. Includes
8 monument signs and pole signs.

9 Height of Sign. The vertical distance from the uppermost point used in measuring the area of a
10 sign to the average grade immediately below the sign, including its base or the top of the nearest
11 curb of the street on which the sign fronts, whichever measurement is the greatest.

12 Illegal Sign. Any sign which does not comply with these Regulations.

13 Indirectly Illuminated Sign. A sign whose light source is external to the sign and which casts
14 its light onto the sign from some distance. Also includes reverse channel letter signs with
15 opaque faces.

16 Informational Sign Kiosk: A small structure (less than 8 feet in height, 3 feet in width, and 2
17 feet in depth) located on a public sidewalk or on public property with an electronic or e-ink
18 display screen or screens intended to provide pedestrians with information on city resources,
19 meetings, programming, community events and attractions, wayfinding directions to parking
20 lots, and a directory of nearby shopping and dining establishments.

21 Internally Illuminated Sign. A sign whose light source is located in the interior of the sign so
22 the rays go through the face of the sign, or a light source which is attached to the face of the sign
23 and is perceived as a design element of the sign.

24 Logo. A trademark or symbol of an organization, belief system, or concept.

25 Marquee Sign. A tall roof-like structure projecting over the entrance of an assembly building
26 or hotel and typically containing changeable copy letters.

27 Monument Sign. An independent, freestanding structure supported on the ground, having a
28 solid base as opposed to being supported by poles or open braces.

1 Multi-face sign. A sign displaying information on at least two surfaces, each having a different
2 orientation, or on a curved surface so that the copy or image is different when viewed from
3 different angles.

4 Multiple Tenant Site/Center. A commercial or industrial development consisting of two or
5 more separate businesses that share either the same parcel or structure and use common access
6 and parking facilities.

7 Nonconforming Sign. Any sign which was legally established in conformance with all
8 applicable laws in effect at the time of original installation but which does not conform to the
9 requirements of this chapter or these Regulations.

10 Noncommercial Sign. Any sign which is intended to convey a noncommercial message
11 including, by way of example and not limitation, commentary on social, political, educational,
12 religious, scientific, artistic, philosophical or charitable subjects. This definition also includes
13 signs regarding fund raising or membership drive activities for noncommercial or nonprofit
14 concerns, entities or groups.

15 Off-Site Directional Sign. Off-premise directional signs are intended to provide identification
16 for access to property that does not abut a public or private street and relies on an easement over
17 adjacent property for access.

18 Off-Site Sign. Any sign identifying a use, facility, service, or product which is not located,
19 sold, or manufactured on the same premises as the sign.

20 On-Site Sign. Any sign identifying a use, facility, service, or product which is located, sold, or
21 manufactured on the same premises as the sign.

22 Permanent Sign. A sign constructed of durable materials and intended to exist for the duration
23 of time that the use or occupant is located on the premises.

24 Portable Sign. Any sign that is designed to be transported, including but not limited to signs
25 with wheels removed; with chassis or support constructed without wheels; designed to be
26 transported by trailer or wheels; converted to an A- or T-frame signs; attached temporarily or
27 permanently to the ground, structure, or other signs; and menu and sandwich boards.

28 Projecting Sign. A sign, other than a wall sign, suspended from, or supported by, a structure

1 and projecting outward.

2 Property Frontage. The front or frontage is that side of a parcel or development site abutting a
3 public or private street.

4 Reader Board. A sign designed to allow the changing of copy through manual, mechanical,
5 electronic, or electrical means including time and temperature.

6 Real Estate Sign. A temporary on-site commercial sign, placed on either residential or
7 nonresidential property, during the time period that some or all of that property is being offered
8 for sale, lease, or rent. Typically used to advertise that a property is for sale, lease, or rent, and
9 provide contact information to inquiring parties.

10 Roof Sign. A sign constructed upon or over a roof, or placed so as to extend above the edge of
11 the roof.

12 Sign. All signs as defined in the Uniform Sign Code.

13 Sign Area. The entire area within a perimeter defined by a continuous line composed of right
14 angles using no more than eight lines which enclose the extreme limits of lettering, logo,
15 trademark, or other graphic representation.

16 Temporary Sign. Any sign fabricated of paper, plywood, fabric, window whitewash, or other
17 light, impermanent material and intended to be displayed unchanged for a temporary period of
18 time.

19 Vehicle Sign. A sign which is attached to or painted on a vehicle or trailer which is parked on
20 or adjacent to any property, the principal purpose of which is to attract attention to a product sold
21 or business located on the property.

22 Wall Sign. A sign which is attached to or painted on the exterior wall of a structure with the
23 display surface of the sign approximately parallel to the building wall.

24 Window Sign. Any sign posted, painted, placed, or affixed in or on any window exposed to
25 public view. Any interior sign which faces any window exposed to public view and is located
26 within three feet of the window.

27 **SECTION 2.** Section 19.74.060 of the Chico Municipal Code is amended as follows:

28 **19.74.060 Exemptions from sign approval.**

1 Sign permits shall not be required for the signs listed in this section. Exempt signs shall not be
2 included in the determination of the total allowable number of signs or total allowable sign area
3 for a site. Such signs, however, may require compliance with building permit regulations.

4 **A. Permanent Signs With No Size Limitation.**

5 1. Signs located within shopping malls or similar areas, where the signs are not visible from
6 any point on the boundary of the premises, shall not be regulated as to size or location or similar
7 provisions contained in this chapter; however, such signs require compliance with building
8 permit requirements;

9 2. Any sign erected and maintained as required by law;

10 3. Signs on licensed commercial vehicles, including trailers; provided, however, such
11 vehicles and/or trailers shall not be used as parked or stationary outdoor display signs;

12 4. Signs attached to bicycles or pedicabs;

13 5. Bench, bus shelter, and other signs located at designated public transit locations which
14 comply with the criteria established by the relevant transit authority and are internally
15 illuminated only in locations where such illumination is not prohibited by the sign regulations for
16 the underlying zoning district; ~~and~~

17 6. Change of copy within an approved Comprehensive Sign Program that conform to the
18 provisions of the Comprehensive Sign Program (Section 19.74.070); and

19 7. Governmental signs in the public right-of-way or on City property that are approved by
20 the City Council.

21 **B. – C. (No changes)**

22 **SECTION 3.** Section 19.74.140 of the Chico Municipal Code is amended as follows:

23 **19.74.140 Sign Standards by zoning district.**

24 The sign standards set forth in this section are intended to apply to signs in every zoning
25 district in the City. Only signs authorized by this section within a particular zoning district shall
26 be allowed in that zoning district unless otherwise expressly provided in this chapter. Signs
27 permitted in the PQ (Public/Quasi Public Facilities) zoning district shall be subject to the
28 Community Development Director's determination based on comparable sign installations for

1 similar uses, the use of the site, and surrounding zoning districts.

2 Ord. 2443

3 TABLE 5-8

4 SIGN STANDARDS BY ZONING DISTRICT

5 Note: To view Table 5-8 in PDF, please click [TABLE 5-8](#)

6 **A. – J. (No changes)**

7 THE FOREGOING ORDINANCE was adopted at a meeting of the City Council of the
8 City of Chico on April 26, 2021, by the following vote:

10 AYES: Brown, Denlay, Huber, Morgan, Tandon, Reynolds, Coolidge

11 NOES: None

12 ABSENT: None

13 ABSTAIN: None

14 DISQUALIFIED: None

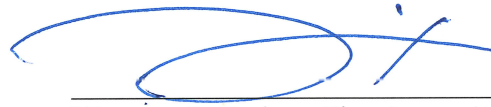
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16 ATTEST:



17 Deborah R. Presson
18 City Clerk

APPROVED AS TO FORM:



Vincent C. Ewing, City Attorney*

*Pursuant to the Charter of the City of Chico Section 906(e)

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