

Desert Hot Springs Municipal Code[Up](#)[Previous](#)[Next](#)[Main](#)[Collapse](#)[Search](#)[Print](#)[No Frames](#)[Title 17 ZONING](#)**Chapter 17.44 SIGN REGULATIONS****17.44.010 Purpose.**

The purpose of this chapter is to establish sign regulations that are intended to:

- A. Protect the general public health, safety, welfare, viewsheds and other and aesthetic values of the community.
- B. Assure the implementation of community design standards consistent with the General Plan.
- C. Promote the community's appearance by regulating the design, character, and location, and type, quality of materials, scale, color illumination, and maintenance of signs.
- D. Place limits on the use of signs which provide direction and aid orientation for businesses and activities.
- E. Promote signs that identify uses and premises without confusion.
- F. Reduce possible traffic and safety hazards through good signage.
- G. Encourage high quality, imaginative, and innovative sign design intended to make a positive contribution to the general appearance of the City for commercial, industrial institutional, residential and special use applications.
- H. Recognize the history and diversity of the City with emphasis on the preservation of existing historic design signs and the promotion of replica signs characteristic of historic design signs. (Prior code § 159.22.010)

17.44.020 Applicability.

This chapter shall apply to all signage proposed within the City. No signs shall be erected or maintained in any land use district established by this Zoning Ordinance, except those signs specifically enumerated in this chapter. The number and area of signs as outlined in this chapter are intended to be maximum standards. In addition to the standards set forth herein, consideration shall be given to a sign's relationship to the need that it serves, and the overall appearance of the subject property to ensure architectural compatibility as well as the surrounding community with the goal of minimizing visual pollution, the use of lighting and excessive contrasting colors. Compatible design, simplicity, and sign effectiveness are to be used in establishing guidelines for sign approval, but shall not limit maximum standards for signs. (Prior code § 159.22.020)

17.44.030 Definitions.

"Abandoned sign" means any sign remaining in place or not maintained for a period of 90 days or more which no longer advertises or identifies an ongoing business, product, or service available on the business premises where the sign is located.

"Address sign" means the numeric reference of a structure or use to a street, which may be included as part of a wall, pylon or monument sign.

"Advertising device" means any balloon, flag, pennant, propeller; oscillating, rotating, pulsating, light, or other contrivance, except a sign used to attract attention for the purpose of promoting (either directly or indirectly), the sale of products of any person.

“Advertising display” means any device, contrivance, statue or structure other than a sign used as a display, regardless of size and shape, for the purpose of attracting attention or making anything known, the origin or place of sale of which is on the property with such advertising display.

“A-frame sign” means a freestanding sign usually hinged at the top, or attached in a similar manner, and widening at the bottom to form a shape similar to the letter “A.” Such signs are usually designed to be auxiliary portable commercial signage, hence they are not considered permanent signs.

“Anchor tenant” means a shopping center key tenant, usually the largest or 1 of the largest tenants located within the shopping center, which serves to attract customers to the center through its size, product line, name, and reputation. The term anchor tenant is interchangeable with the term major tenant.

“Animated or moving sign” means any sign which uses movement, lighting, or special materials to depict action or create a special effect or scene.

“Awning” means a permanent or temporary structure attached to, and wholly supported by a wall of, a building, and installed over and partially in front of doors, windows or other openings in a building, and consisting of a frame and a top of canvas or other similar material covering the entire space enclosed between the frame. Canopy is an equivalent term.

“Backlit sign” means freestanding letters constituting a sign utilizing electrical illuminated fixtures at the reverse side of the sign creating a “halo” effect around the perimeter of each of the individual letter components that are nonilluminated (opaque) face panels so that only letters and/or logos appear to be back-lighted, with no visibility of the lighting element source. “Reverse channel sign” is an equivalent term.

“Banner, flag, pennant or balloon” means any cloth, bunting, plastic, paper, or similar material used for advertising purposes attached to or pinned on or from any structure, staff, pole, line, framing, or vehicle, including captive balloons and inflatable signs, excluding, however, official flags of the United States, State of California, Riverside County or City of Desert Hot Springs.

“Bench sign” means a sign attached to or painted on any portion of a bus stop or other bench.

“Billboard or off-site sign” means a sign structure advertising an establishment, merchandise, service, or entertainment, which is not sold, produced, manufactured, or furnished at the property on which the sign is located.

“Building” means, in addition to its common meaning, any structure requiring a building permit.

“Building face and/or frontage” means the length of the single front building elevation in which the primary entrance to the business is located. If more than 1 business is located in a single building, then such length shall be limited to that portion which is occupied by each individual business.

“Business sign” means a sign displaying information pertaining to goods or services offered or produced by the business located on the property including advertising devices or advertising displays.

“Cabinet sign” means a traditional box-type sign comprised of a face and back of 2 faces, with designs ranging from simple plastic faces to metal faces with embossed letters that can be internally illuminated, externally illuminated or nonilluminated. “Box sign” or “can sign” are equivalent terms.

“Changeable copy sign” means a sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

“Channel letter sign” means signs consisting of individually lettered and/or sculpted cabinets that are individually internally illuminated or nonilluminated with electrical elements with translucent letter faces. “Pan channel letter sign” is an equivalent term.

“Civic event sign” means a temporary sign, posted to advertise a civic event sponsored by a public agency, school, religious institution, civic fraternal organization, or similar noncommercial organization.

“Combination sign” means any sign incorporating any combination of the features of freestanding protecting and roof signs.

“Commercial seasonal sign” means an “open” or “closed” window sign, posted on a seasonal basis.

“Construction sign” means a temporary sign erected on the parcel on which construction is taking place, limited to the duration of the construction, indicating the names of the architects, engineers, landscape architects, contractors, or similar artisans, and the owner, financial supporters, sponsors, and similar individuals or firms having a major role or interest with respect to the structure or project.

“Contour sign” is similar to a cabinet sign, however the fabricated box designed to include in excess of 4 corners, intended to provide an exterior outline of a letter or logo. “Sculpted sign” is an equivalent term.

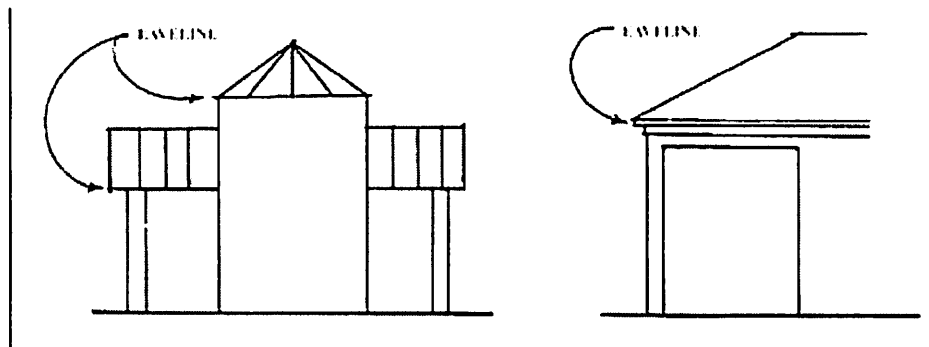
“Directional sign” means a sign limited to directional messages, principally for pedestrian or vehicular traffic, including but not limited to “one-way,” “entrance,” or “exit.”

“Director” means the City Manager of the City of Desert Hot Springs or his/her designee.

“Directory sign” means a sign for listing the tenants or occupants and their suite numbers of a building or center.

“Double-faced sign” means a single structure designed with the intent of providing copy on both sides.

“Eave line” means the bottom of the roof eave or parapet.



“Electrical/mechanical message sign” means a moving electronically or mechanically changeable copy sign, or portion of another sign type, that conveys time and/or temperature, text messages and/or animated images. “Readerboard sign” is an equivalent term.

“Exposed neon sign” means the use of glass tubes filled with neon, argon, or similar gas creating a colored light, the glass tubes bent to form letters, symbols or other shapes that constitute a sign without shield or face coverings.

“Flashing sign” means a sign that contains an intermittent or sequential flashing light source.

“Freestanding sign” means a sign which is supported by 1 or more upright pedestals, braces, poles, or other similar structural components placed upon or into the ground and detached from any building.

“Future tenant identification sign” means a temporary sign which identifies a future use of a site or building.

“Gator foam board sign” means an extruded polystyrene foam board material bonded between 2 layers of contrasting material/fiber veneer used to comprise letters and/or logos for sign purposes.

“Grand opening” means a promotional activity used by newly established businesses to inform the public of their location and service available to the community. Grand opening does not mean an annual or occasional promotion of retail sales or activity by a business.

“Height of sign” means the greatest vertical distance measured from the existing grade at the midpoint of the sign support(s) that intersect the ground to the highest element of the sign.

“Holiday sign” means any temporary sign or display placed in remembrance or celebration of any recognized religious, local, State, or federal holiday.

“Identification sign” means a sign providing the name, type of business, or the name and logo in combination thereof, of a building, use, or persons occupying the premises on which the sign is located.

“Illegal sign” means any of the following:

1. A sign erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use;
2. A sign that was legally erected, but whose use has ceased, or the structure upon which the display is placed has been abandoned or not maintained by its owner, or not used to identify or advertise an ongoing business for a period of not less than 90 days;
3. A sign that was legally erected which later became nonconforming as a result of the adoption of an ordinance, the amortization period for the display provided by the ordinance rendering the display nonconforming has expired, and conformance has not been accomplished;
4. A sign which is a danger to the public or is unsafe; or
5. Any sign that constitutes a traffic hazard or creates any other unsafe condition.

“Illuminated sign” means a sign with an artificial light source for the purpose of lighting the sign that is completely enclosed by the surface of the sign structure.

“Institutional sign” means a sign identifying the premises of a church, school, hospital rest home, or similar institutional facility.

“Kiosk” means an off-premises sign used for directing people to the sales office or models of a residential subdivision project.

“Light emitting diodes (LED)” means diode electronic components often used as illuminating elements for electronic signs that emit visible light when electricity is applied, much like a light bulb.

“Logo” means an established identifying symbol or mark associated with a business or business entity.

“Logo sign” means an established trademark or symbol identifying the use of a building.

“Monument sign” means an independent structure supported from grade to the bottom of the sign with a solid base.

“Nameplate” means a sign, not exceeding 1 foot by 1 foot, signifying only the name of the occupant and the occupation or specialty.

“Neon sign” means a sign fixture utilizing luminous-tube lighting elements containing neon or other inert gases at a low pressure.

“Nonconforming sign” means any sign which fails to conform to the regulations of this chapter.

“Off-site sign” means any sign which advertises or informs in any manner businesses, services, goods, persons, or events at some location other than that upon which the sign is located. Off-premises sign, billboard, and outdoor advertising structure are equivalent terms.

“On-site sign” means any sign which advertises or informs in any manner businesses, services, goods, persons, or events on the premises in which it is displayed.

“Open house sign” means a temporary on-site sign posted to indicate a salesperson is available to represent the property subject to sale, lease, or rent.

“Pole sign” means a freestanding sign of which the entire bottom of the sign is generally in contact with or in close proximity to the ground and which has a width of 2 feet or a height at least 3 times the width. “Pylon sign” is an equivalent term.

“Political sign” means a temporary sign directly associated with national, state, county or local elections.

“Portable sign” means a sign that is not permanently affixed to a structure or the ground.

“Projecting sign” means a sign other than a wall sign suspended from or supported by a building or structure and projecting outward there from.

“Promotional sign” means a sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

“Pylon sign” means a freestanding sign of which the entire bottom of the sign is generally in contact with or in close proximity to the ground and which has a width of 2 feet or a height at least 3 times the width. “Pole sign” is an equivalent term.

“Raceway” means a metal structure enclosing the electric components of a sign, exclusive of the transformer or an electrical enclosure that may also serve as a mounting structure for the sign. Electrical raceway is an equivalent term.

“Readerboard sign” means a moving electronically or mechanically changeable copy sign, or portion of another sign type, that conveys time and/or temperature, text messages and/or animated images.

“Electronic/mechanical message sign” is an equivalent term.

“Real estate sign” means a temporary on-site sign pertaining to the sale, lease or rent of the building, land or property upon which it is located, and the identification of the person or firm handling such sale, lease or rent premises.

“Roof sign” means a sign erected, constructed, or placed upon or over a roof of a building, including a mansard roof and which is wholly or partly supported by such buildings, or any sign affixed to a wall of a building so that it projects above the eave line of the roof. The lowest point of a mansard style roof shall be considered the eave line.

“Sculpted sign” is similar to a cabinet sign, however the fabricated box designed to include in excess of 4 corners, intended to provide an exterior outline of a letter or logo. “Contour sign” is an equivalent term.

“Sign” means any structure, housing, device, figure, statuary, painting, display, message placard, emblem, icon, insignia, logo, replica, symbol, trademark or other contrivance, or any part thereof, which is designed, constructed, created, engineered, intended, or used to advertise, or to provide data, address identification, or information in the nature of advertising, anything of visual appearance primarily used for, or having the effect of attracting attention from the streets, sidewalks or other outside public areas for identification for any of the following purposes: to designate, identify, or indicate the name of the business of the owner or occupant of the premises upon which the advertising display is located; or to advertise the business conducted, services available or rendered, or the goods produced, sold, or available for sale, upon the property where the advertising display is erected. A sign shall not mean murals, paintings, or other works of art that are not intended to address or identify a business or product.

“Sign area” means the entire face of a sign, including the surface and any framing, projections, or molding, not including the support structure. Individual channel-type letters mounted on a building shall be measured by the area enclosed by 4 straight lines outlining each word or grouping of words.

“Sign face” means the surface or that portion of a sign that is visible from a single point as a flat surface or a plane and considered as such together with the frame and the background.

“Sign program” means a coordinated program of 1 or more signs for an individual building or building complexes with multiple tenants.

“Special design district sign criteria” means special design criteria established by the City governing sign allowances for designated areas of the community defined by specific boundaries or other criteria or elements as may be established by the City.

“Special event sign” means signage reserved as a means of publicizing special events and civic events for a limited period of time, such as grand openings, carnivals, parades, charitable events and holiday sales, subject to City approval of Temporary Use Permit applications. Special event signs may include balloons, inflated devices, search lights, beacons, pennants, and streamers.

“Temporary sign” means a sign intended to be displayed for a limited period of time. Such signs may include, but are not limited to, banners, pennants, flag, streamer, balloon or other inflated sign.

“Trademark” means a word or name which, with a distinctive type or letter style, is associated with a business or business entity in the conduct of business.

“Transformer” means electrical equipment that converts input voltage and current to a different output voltage and current. In general, a transformer is an apparatus that continuously increases or decreases the voltage of a power supply. They are an important element in all neon signs, due to the high voltage required. (Fluorescent lamps require a specialized type of transformer unit called a ballast.)

“Underwriters Laboratory, Inc. (UL)” means an independent, not-for-profit safety certification organization that certifies electrical signs and related components.

“Vehicle sign” means a sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or an activity or business located on such property.

“Wall sign” means a sign painted on or fastened to an exterior wall of a building or structure with the exposed face of the sign in a plane approximately parallel to the plane of the exterior wall and not extending above the eave line, and not projecting more than 12 inches from the building or structure. The lowest part of the mansard-style roof shall be considered the eave line.

“Window sign” means any permanent or temporary sign that is applied or attached to a window, other glass or glazed materials, or located in such a manner that it can be reasonably visible from the exterior of the structure. (Prior code § 159.22.030)

17.44.040 Sign permit required.

A. General. No sign, including a sign face change, or temporary sign, unless exempted by this chapter, shall be constructed, displayed or altered without a sign permit or sign program approved by the City. The City Manager or designee shall review sign applications and make the determination whether or not to approve a sign permit and/or sign programs, unless otherwise provided by this chapter.

B. Sign Program. A permit for a sign program shall be required for all new commercial, office, and industrial centers consisting of 2 or more tenant spaces. The application for a sign program shall be filed with the project application to construct the center, and shall be processed concurrently with the project application. The purpose of the program shall be to integrate signs with the building’s architectural and landscaping design to form a unified architectural statement. This may be achieved by:

1. The use of the same background color, and allowing signs to be of up to 3 different colors per multi-tenant center smaller than 25 acres in area, and up to 5 different colors per multi-tenant center 25 acres in area or greater. Deviation from color criteria is allowed subject to review and

approval of the Architectural and Landscape Review Committee and Planning Commission. It is recommended that the sign contain 7 words or less with sufficient letter thickness.

2. The use of the same type of cabinet supports, or method of mounting for signs, and the same type of construction material for components, such as sign copy, cabinets, returns, and supports.
3. The use of the same form of illumination of the signs.
4. Uniform sign placement specifications, letter height, and logo height for both anchor tenants and minor tenants.
5. Logos may be permitted and are not subject to the color restrictions specified in the program. However, no logo should exceed 25% of the allowable sign area. Deviation from logo area criteria is allowed subject to review and approval of the Architectural and Landscape Review Committee and Planning Commission. (Prior code § 159.22.040)

17.44.050 Exempt signs.

The following signs shall be exempt from the provisions of this chapter:

- A. Window signs not exceeding 3 square feet and limited to business identification, hours of operation, address, and emergency information (However, neon signs of any size require a permit as provided by this chapter).
- B. Signs within a structure and not visible from the outside.
- C. Memorial signs and plaques installed by a civic organization recognized by the Council.
- D. Official and legal notices issued by a court or governmental agency.
- E. Official flags of the United States, the State of California, County of Riverside, City of Desert Hot Springs, and nationally or internationally recognized organizations. Use of other flags allowed only after review and approval by the Planning Commission.
- F. Identification signs on construction-sites. Such signs shall be limited to 1 directory or pictorial display sign per street frontage or entrance, up to a maximum of 2 signs, identifying all contractors and other parties (including lender, realtor, subcontractors, etc.). Each sign shall not exceed 32 square feet in area and 8 feet in height. Each sign shall be removed prior to issuance of a certificate of occupancy.
- G. Political signs.
- H. Real estate signs for residential sales provided, however, that there shall be 1 sign per street frontage not exceeding 4 square feet in area and 5 feet in height and the sign is unlit and is removed within 15 days of close of escrow or the rental or lease of the residential property. Open house signs, for the purpose of selling a single house or condominium and not exceeding 4 square feet in area and 5 feet in height, are permitted for directing prospective buyers to property offered for sale.
- I. Real estate signs advertising the sale, rental, or lease of commercial and industrial premises provided that the following requirements are satisfied: (1) one sign per street frontage not to exceed 32 square feet in area, (2) eight feet high maximum, (3) such sign shall be removed upon sale, lease or rental of the premises or 24 months, whichever comes first. Thereafter, 1 sign per premises not to exceed 16 square feet in size and 5 feet in height based upon a 1 acre lot area is allowed for the sale, lease or rent of the premises. Real estate signs shall only be placed on vacant property for 1 year as long as the sign is maintained in an orderly manner. A sign application, but no fee, shall be required to be submitted in order to monitor the time frame of real estate signs. Any real estate sign left unmaintained on vacant property shall be considered an illegal sign and subject to removal or abatement at owner's expense, as provided by this chapter.

J. Future tenant identification signs provided that the following criteria is satisfied: 1 wall or freestanding sign may be placed on vacant or developing property to advertise the future use of an approved project on the property and where information may be obtained. Such sign shall be limited to 1 sign per street frontage, a maximum of 32 square feet in area and 8 feet in overall height. Any such signs shall be single-faced and shall be removed upon issuance of a certificate of occupancy.

K. Incidental signs for automobile repair stores, gasoline service stations, automobile dealers with service repairs, motels and hotels, showing notices of services provided or required by law, trade affiliations, credit cards accepted, and the like, attached to the structure or building; provided, that all of the following requirements and criteria are met:

1. The signs number no more than 4;
2. No such sign projects beyond any property line;
3. No such sign exceeds an area per face of 3 square feet; and
4. Signs may be double-faced.

L. Signs applied to fuel pumps or dispensers such as fuel identification, station logo, and other signs required by law.

M. Agricultural signs, either wall or freestanding types, provided that such signs are nonilluminated, and not exceeding 4 square feet for lots 2 acres or less and 16 square feet for lots greater than 2 acres, identifying only the agricultural products grown on the premises. The number of such signs shall be 1 per street frontage or a maximum of 2, with wall signs to be located below the roofline and freestanding signs to be no higher than 6 feet.

N. Directional signs provided that such signs are located on-site, have a maximum area which does not exceed 3 square feet, have a maximum overall height of 4 feet above grade, and are mounted on a monument or decorative pole. Such signs may be located in a required setback provided that a minimum distance of 5 feet from any property line is maintained.

O. Temporary window signs that are posted, hung or attached inside of the window facing out and provided that such signs do not cover more than 25% of the individual window surface area. Temporary signs may be painted on the outside of the window, provided however such signs do not cover more than 25% of the individual window surface area. (Prior code § 159.22.050)

17.44.060 Prohibited signs.

The following signs are inconsistent with the sign standards set forth in this chapter, and are therefore prohibited:

- A. Abandoned signs;
- B. Animated, moving, flashing, blinking, reflecting, revolving, or any other similar sign, including searchlights, except electronic message boards and time and temperature displays;
- C. Banners, flags, and pennants, unless Temporary Sign Permit is first obtained, as provided by this chapter;
- D. Bench signs;
- E. Changeable copy signs and electronic message boards, except as allowed by a Conditional Use Permit for movie theaters, arenas, stadiums, or auto malls in the commercial land use districts;
- F. Permanent sale or come-on signs;

- G. Roof signs;
- H. Signs on public property, except for traffic regulatory, informational signs, signs required by a governmental agency, and model home tour signs, and except as permitted by Section 17.44.080;
- I. Signs painted on fences or roofs;
- J. Balloons and other inflated devices or signs designed to attract attention, unless permitted subject to Temporary Sign Permit;
- K. Signs which simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in such a manner to interfere with, mislead, or confuse pedestrian or vehicular traffic;
- L. New cabinet signs;
- M. Gator foam board signs;
- N. Advertising devices, except as otherwise permitted in this chapter;
- O. Advertising displays outside of buildings, except as otherwise permitted in this chapter;
- P. Combination signs;
- Q. Signs with exposed raceways and/or transformers, unless otherwise determined as permissible by the City Manager or designee. If used, said raceways and/or transformers shall be painted to match the same building color behind which the sign is affixed. (Ord. 536 4-16-13; prior code § 159.22.060)

17.44.070 Temporary signs.

The temporary signs listed in this section shall only be permitted subject to issuance and approval of a Temporary Sign Permit. Application for Temporary Sign Permits shall be submitted on a form provided by the Planning Division. The City Manager or designee shall review and approve the temporary sign permit, so long as the applicable requirements of this chapter are satisfied.

A. Temporary Banner Signs. A temporary banner sign may be approved for a period of time, as specified in this section, for multiple-family residential, commercial and industrial uses. The signs may be used to promote the sale of new products, new tenant, new management, new hours of operation, a new service, or to promote a special sale. Any business or property owner desiring to use a temporary banner sign must file an application with a drawing or photograph demonstrating the sign appearance with the Planning Division for review and approval. The use of such signs is subject to the following limitations:

1. No more than 1 sign shall be permitted per activity or business.
2. The sign shall be a temporary sign designed either as a wall sign, window sign or ground sign. The sign can be in the form of a banner or pennant.
3. The sign shall not exceed 50 square feet and shall be posted below the roof. In the case of a ground sign, the height of the sign shall not exceed 8 feet.
4. The sign shall be limited to a maximum display period of 30 days. Four such periods shall be permitted for each calendar year, not to exceed a total of 120 days per year. A maximum of 4 periods may be approved consecutively to allow a single sign to be displayed for up to 120 days; otherwise, a minimum of 30 days shall be required between display periods.
5. The following temporary banner display criteria shall apply:
 - a. All temporary banners shall be constructed of durable material that will not deteriorate during the time period in which the banner is displayed. Temporary banners which become

frayed, torn, faded, or showing similar signs of fatigue or failure shall be deemed to be in violation of these provisions.

b. All temporary banners shall be securely affixed to the face of the façade of the building housing the business where the business is located.

c. Temporary banners shall not be affixed to fences, light poles, trees, extended over parking and/or landscaped areas or other similar techniques.

d. No temporary banners shall be affixed on, within, or over any public right-of-way.

B. **Grand Opening Signs.** A grand opening sign may be approved for a period of time, as provided in this section, in any multiple-family residential, commercial or industrial zoning district to advertise a new business or a change of business name following a closure. Any business or property owner desiring to use a grand opening sign must file an application together with a drawing or photograph to the Planning Division for review and approval by the City Manager or designee. An application must be made either prior to opening or within the first 60 days of operation. The use of such signs is subject to the following limitations:

1. Grand opening signs include any combination of signs, banners, pennants, balloons, streamers, beacons, or other advertising device.

2. Signs shall be a temporary sign designed either as a wall, window or ground sign.

3. Sign shall not exceed 50 square feet and shall be posted below the roof eave. In the case of a ground sign, the height of the sign shall not exceed 8 feet.

4. Roof mounted signs and advertising devices are prohibited.

5. The sign shall be limited to a display period not to exceed 30 days prior to opening and 60 days after opening, for a total display period of 90 days.

C. **Special Event Signs.** Special event signs may be approved for a limited period of time in any zoning district as a means of publicizing special events such as carnivals, festivals, pumpkin patches, charitable events, Christmas tree lots and similar events, in conjunction with a Temporary Sign Permit. To apply for approval of special event signs, any business or property owner must submit an application with the City's Planning Division which describes the proposed sign by means of a sketch and the display dates for review and approval by the City Manager or designee. Such special event signs shall be limited to the following provisions:

1. No more than 1 special event sign shall be permitted per activity and shall be either a wall, window or ground sign, and use of flags, banners and pennants.

2. All special event signs shall be a maximum of 50 square feet and shall be posted below the roof or shall be no higher than 8 feet in the case of a ground sign.

3. Special event signs shall be limited to 45 days per calendar year.

D. **On-Site Residential Subdivision Signs.** On-site residential subdivision signs may be approved for a limited period of time in any residential zoning district to advertise an active subdivision and the sale of homes within that subdivision. The developer of the subdivision shall apply for an on-site residential subdivision sign concurrently with the Development Permit for the housing product for the subdivision. Such signs shall be limited to the following provisions:

1. One temporary on-site subdivision sign not to exceed 64 square feet total for 2 sides or 32 square feet for 1 side, with a maximum height of 15 feet.

2. One on-site subdivision sign may be permitted on each main street frontage of the property being subdivided not to exceed 2 such signs for all phases of any subdivision (interior streets of the subdivision are not recognized as main street frontage).

3. Such signs shall be for the identification of a subdivision, price information and the developer's name, address, and telephone number.
 4. Such signs shall be removed within 10 days from the date of the final sale of the land and/or residences or within 2 years, whichever comes first. Extensions of the 2-year time limit can be approved by the City Manager or designee, upon filing of a request for an extension 30 days prior to the expiration.
 5. Signs shall be maintained in good repair at all times.
 6. If the City is forced to remove any signs, due to abandonment, deterioration, or non-removal as stated in subsection (D)(4) of this section, then the developer shall be responsible for any and all costs associated with the removal of the sign(s).
- E. A-frame signs shall meet the following standards:
1. A business may have no more than 1 A-frame/portable sign.
 2. The A-frame/portable sign must be at least 5 feet from the curb.
 3. The A-frame portable signs must be no farther than 15 feet from the main entrance to the business.
 4. The A-frame/portable sign must be anchored in a secure manner, to be determined by the City Manager or designee.
 5. The A-frame/portable sign may be no larger than 4 feet high by 2 feet wide, for a total maximum area of 8 square feet.
 6. The A-frame/portable sign must be approved by the City Manager or designee.
 7. The A-frame/portable sign may not contain strobe lights, flashing lights or nudity. (Prior code § 159.22.070)

17.44.080 Off-site signs.

- A. Off-Site Residential Subdivision Directional Signs. The following shall regulate and establish a standardized program for off-site residential subdivision directional kiosk signs for the City. For the purposes of this subsection, a "residential subdivision" is defined as a housing project within a recorded tract where 5 or more structures or dwelling units are concurrently undergoing construction.
1. The panel and sign structure design shall be in accordance with Figure 17.44-01.
 2. No kiosk sign structure shall be located less than 300 feet from an existing or previously approved kiosk site, except in the case of signs on different corners of an intersection.
 3. The placement of each kiosk sign structure shall be reviewed and approved by the City Manager or designee.

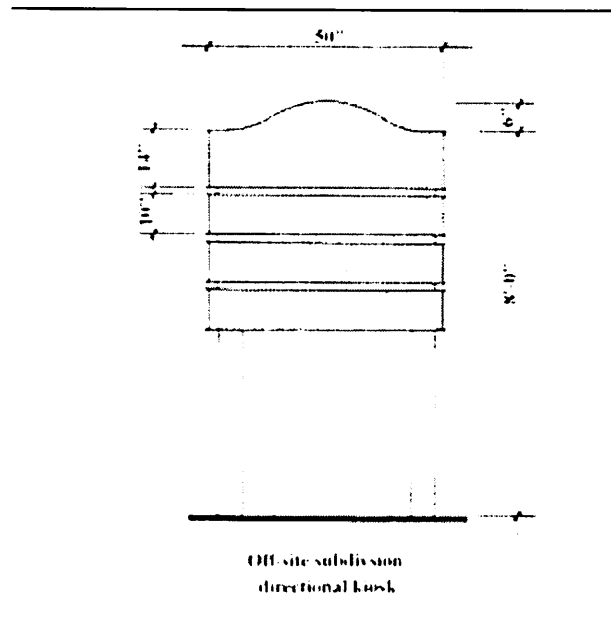


Figure 17.44-01

4. All kiosk signs shall be placed on private property with written consent of the property owner or on City right-of-way pursuant to a City encroachment permit.

5. A kiosk sign location plan shall be prepared, showing the site of each kiosk directional sign, and shall be approved by the City Manager or designee prior to the issuance of a sign permit.

6. There shall be no additions, tag signs, streamers, devices, display boards, or appurtenances, added to the kiosk signs as originally approved, no other nonpermitted directional signs, such as posters or trailer signs, may be used.

7. All nonconforming subdivision kiosk directional signs associated with the subdivision in question must be removed prior to the placement of directional kiosk sign(s).

8. Kiosk signs, or attached project directional signage, shall be removed within 10 days from the date of the final sale of the residences. The entity administering the program will be responsible for removal of panels and structures no longer needed.

B. Off-Site Signs on Public Property. Private advertising and other business directory signs, may be placed in the public right-of-way, such as bus shelters, if there is a licensing agreement approved by the City Council authorizing such off-site signs on public property. An application for a sign permit must be approved prior to the construction of off-site signs on public property and the applicant and the owner of the sign shall comply with the provisions of Section 17.44.100 regarding sign construction and maintenance standards. (Ord. 536 4-16-13; prior code § 159.22.080)

17.44.090 Abandoned signs.

A. Any abandoned or illegal sign is hereby declared to be a danger to the health, safety, and welfare of the citizens of Desert Hot Springs. Any sign, that is partially or wholly obscured by the growth of dry vegetation or weeds or by the presence of debris or litter that presents a danger to the health, safety, and welfare of the citizens of Desert Hot Springs.

B. Any such abandoned or illegal signs as set forth above are hereby deemed to be a public nuisance. Any such sign shall be removed by the property owner within 10 days after notice from the City Manager or designee, which notice shall provide an opportunity to be heard before the City Manager or designee on the abandonment and nuisance decision.

C. Legal, conforming structural supports for abandoned signs may remain, if installed with a blank sign face and supporting structures are maintained. (Prior code § 159.22.090)

17.44.100 Sign construction and maintenance.

A. Every sign, and all parts, portions, and materials shall be manufactured, assembled, and erected in compliance with all applicable State, Federal, and City regulations and the Uniform Building Code. All electrical signs, electrical apparatus and related components used shall be certified for safety by Underwriters Laboratory (UL) or similar standards, recognized in the industry, subject to the approval and certification by the City's Building Official during issuance of a building permit.

B. Every sign, including those specifically exempt from this Zoning Ordinance, in respect to permits and permit fees, and all parts, portions, and materials shall be maintained and kept in good repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust, corrosion and graffiti. Any crack, broken surfaces, malfunctioning lights, missing sign copy or other unmaintained or damaged portion of a sign shall be repaired or replaced within 30 calendar days following notification by the City.

C. For signs with exposed raceways and/or transformers, although normally prohibited by this section unless permitted by the City Manager or designee, if used, shall be painted to match the existing building color.

D. Electronic/mechanical message signs (readerboard signs) text shall remain static for a minimum of 3 seconds, with such changes not involving scrolling or any other movement, flashing or change of intensity of lighting. No more than 30% of the sign area may be used for readerboards (either mechanical or electronic) with changeable text. (Prior code § 159.22.100)

17.44.110 Nonconforming signs.

A. Any nonconforming sign, lawfully constructed and maintained prior to the effective date of the ordinance codified in this chapter with a valid sign permit, sign program permit or variance, and which complied with all applicable laws on the date of its approval and installation, is a legal nonconforming sign provided that the City Manager or designee determines that the sign is properly maintained and does not pose a danger to the public health, safety and welfare. A legal nonconforming sign shall be removed or modified to comply with the requirements of this chapter as provided in this section and upon the altering, expansion, reconstruction of or change to any nonconforming sign, copy, the size or the color of a sign or copy, or addition of new signage or signs to the site, premises, building or structure upon which the nonconforming sign is located.

B. A legal nonconforming sign may not be expanded, extended, rebuilt, altered or reconstructed in any way unless the sign is first brought into compliance with the provisions of this chapter. This provision shall not apply to any actions or work necessary to maintain the sign, as required by the maintenance provisions of this chapter.

C. It shall be the responsibility of the property owner and/or landlord to advise his/her tenant/lessee of the provisions of this section relating to the removal of nonconforming signs upon the transfer of ownership.

D. When removal, demolition or modification to a legal nonconforming sign is required under this section, such nonconforming sign shall be demolished, removed or modified to satisfy the requirements of this chapter within 30 days of the issuance of the sign permit, sign program or temporary sign permit.

E. Exceptions Process. The City Manager or Planning Commission may approve exceptions relative to size, number, and location of signs after a public hearing in instances where an applicant is faced with exceptional circumstances because of type or location of business, or is trying to achieve a special design effect. The applicant must show that:

1. The sign will be integrated into the architecture of the building; and
2. The sign will not be detrimental to neighboring businesses or the community in general.

F. Discontinuance of a Business. A nonconforming sign (including its physical structure and/or its supporting elements) that is no longer in active use because the business has ceased operating at the premises where the sign is located shall be removed within 30 days of cessation of the business.

G. Nonconforming Sign Maintenance. Any legal nonconforming signs must comply with the maintenance requirements of this chapter, including but not limited to Section 17.44.100.

H. Hardship Exemptions.

1. Where the owner/user of a proposed or existing sign believes that compliance with the provisions of this chapter, coupled with unusual geographic or building design and configuration conditions pertaining to the site, or contractual conditions limiting the use thereof, would create an undue economic hardship on the use of property(s), the owner/user may apply to the City Manager or designee for a hardship exemption. The City Manager's or his/her designee's decision in such cases shall be based on 1 or more of the following criteria.

- a. The site is unusual in size, shape or topography.
 - b. Improvements on the site or on adjoining public or private properties cause a visual obstruction.
 - c. The site is improved with a multiple-business development, and is encumbered by an existing contractual obligation that precludes the modification of 1 or more other existing signs for other businesses at the same time as the installation of a new sign or a modification to an existing sign on the same sign structure is proposed for a business on the premises.
2. Approval of a hardship exemption may be subject to time, place and manner conditions, based on issues of size, location, color, construction materials, and design of the sign, without consideration or restriction as to the message to be displayed on the sign.
 3. The applicant has the burden of proof to show to the City's satisfaction that a hardship exists based on the criteria found above.

I. Damage. A nonconforming sign that sustains less than 50% damage to its structure shall be repaired or replaced as soon as possible, but not more than 180 days after the date of the damage. If damaged more than 50%, it shall be removed or modified to meet this chapter within 180 days of the date of the damage.

J. Intensification. All nonconforming signs for a business premises shall be made to conform to this chapter:

1. When a new business intensifies the use of a property that will require a site plan and design review or a similar discretionary review as set forth in this chapter.
2. When a remodel or expansion of an existing business results in doubling the gross square footage of an existing building, or exceeds 10,000 square feet, whichever is less.

- K. Facade Remodel. Remodel of a front building facade shall require that all nonconforming signs located on the front facade or affected by the facade remodel be brought into compliance.
- L. New Freestanding Sign. Addition of a new freestanding sign shall require that all nonconforming signs on the site be brought into compliance. However, the addition of other new conforming signs on the site shall not require that other nonconforming signs be brought into compliance.
- M. Relocation. A nonconforming sign proposed to be relocated shall be made conforming at the time of relocation, except where the relocation occurs as a result of a City or redevelopment agency public improvement project.
- N. Traffic Hazard/Unsafe Condition. Any nonconforming sign that constitutes a traffic hazard or creates any other unsafe condition shall be subject to immediate removal or modification as necessary to eliminate the hazardous or unsafe condition. (Prior code § 159.22.110)

17.44.120 Removal of illegal signs.

A. The City Manager or designee shall remove or cause the removal of any fixed, permanent sign constructed, placed or maintained in violation of this chapter, after 30 days following the date of mailing of registered or certified written notice to the owner of the sign, if known, at the last known address and to the owner of the property as shown on the latest assessment roll, or to the occupant of the property at the property address. Within 30 days of removal of illegal sign owner of sign, property owner and occupant shall be responsible for rehabilitation of the building wall or other area to new condition prior to placement of illegal sign.

The notice shall describe the sign and specify the violation involved, and indicate that the sign will be removed if the violation is not corrected within 30 days. If the owner disagrees with the opinion of the City Manager or designee, the owner may, within the said 30-day period request a hearing before the Planning Commission to determine the existence of a violation.

B. Signs removed by the City Manager or designee pursuant to this chapter shall be stored for a period of 60 days, during which time they may be recovered by the owner upon payment to the City for costs of removal and storage. If not recovered prior to expiration of the 60-day period, the sign and supporting structures shall be declared abandoned and title thereto shall vest to the City. The cost of removal shall be billed to the owner of the property. If bill for sign removal is not paid after 60 days, a lien shall be placed on the property upon which said illegal sign was erected. (Prior code § 159.22.120)

17.44.130 Amortization.

Any nonconforming sign shall either be removed or brought into compliance with the requirements of this chapter within 10 years from the effective date of this Sign Ordinance. (Prior code § 159.22.130)

17.44.140 Inventory and abatement.

Within 6 months from the date of adoption of this Sign Ordinance, and within 6 months of any substantive design revisions, the City shall commence a program to inventory and identify illegal or abandoned signs within its jurisdiction. Within 60 days after this 6-month period, the City may commence abatement of identified illegal or abandoned signs. (Prior code § 159.22.140)

17.44.150 Sign regulations.

Table 17.44.01 identifies the signs permitted in each of the land use districts. In addition to the following regulations, all signs must be in compliance with all other applicable provisions of this chapter.

TABLE 17.44.01
SIGN REGULATIONS BY SIGN USE CATEGORY

Class	Type	Max. Number	Max. Sign Area	Max. Sign Height	Location	Illumination Allowed	Remarks
A. Signs Permitted in Residential Districts							
1. Name plate	Wall/door	1 per occupied unit	2 sf	Below eave line	Wall/door	No	Shall identify only the name and/or address of the occupant.
2. Apartment identification	Wall or monument	1 per street frontage	12 sf	Below eave line for wall sign & 6' for monument	5' setback	May be illuminated only in multifamily districts	Signs shall not be internally lighted.
3. Institutional signs	Wall or monument	1 per use	24 sf	Below eave line for wall sign & 6' for monument	10' setback from front & 5' setback from the property line	Yes	a. Name of institution only. b. May incorporate changeable copy. c. Signs shall not be internally lighted.
4. Neighborhood identification	Wall or monument	2 per major entrance	30 sf	5'	At major entrances	Yes	a. Copy limited to project/neighborhood name only. b. Shall not be internally lighted. c. Allowed only if maintenance responsibility assigned to community association.
5. Mobile home	Wall or monument	1 per street frontage	24 sf	10'	May not be located in a required setback area adjoining a street	Yes	
6. Project identification sign (temporary)	Freestanding (on-site)	2 for subdivisions more than 5 acres	76 sf	15'	10' setback from any street	No	a. All signs shall be removed within 30 days after the sale/rental of the

							last unit in the project/subdivision. b. Refer to § 17.44.080(B) for regulations pertaining to off-site subdivision signs.
7. Real estate	Freestanding	1 per residence	4 sf	5'	Within the subject property	No	Copy limited to the sale, rent or lease of the subject property.
8. Crime prevention	Freestanding	Subject to approval	6 sf	10'	Within the public right-of-way	No	a. Subject to authorization from City & subject to conditions. b. Only at designated locations, for specific periods of time.
9. Business identification	Wall or monument	1 per street frontage	8 sf	5'	10' setback from the property	No	
B. Signs Permitted in C-N, C-C, and C-G Commercial Districts							
1. Single Tenant Sites Not Part of a Center							
a. Business identification	Wall or canopy	1 single face sign per bldg., street or parking lot frontage; max. 3 signs per business	1.5 sf of sign area per each lineal ft. of bldg. fronting on street. 75 sf max. sign area in C-N District; otherwise 100 sf max. In addition, 1.5 sf of sign area per lineal ft. of the bldg.'s rear elevation if a public entrance is provided from a rear street or parking lot. 50 sf max.	May not project above the eave line	May be located on parapet or canopy	Yes	Allowable aggregate wall sign(s) area shall include areas of allowed permanent window signs.
b. Business identification	Projecting	1 dbl face sign per frontage	25 sf max. per face	May not extend beyond eave line	May only be attached to the bldg., to which the copy relates	Yes	a. Authorized in lieu of a wall sign. b. Authorized only where no bldg. setback is required.

c. Business identification	Window (permanent)	1 sign per window	25% of the glass area upon which the sign is located		Window lettering permitted or exterior of glass window or door	No, except signs constructed of neon tube letters and/or symbols	Allowable aggregate of window sign(s) area shall include areas of allowable wall signs. Signage located within 3 linear ft. of a window within the store shall be considered window signage.
d. Business identification	Monument	1 dbl face sign per street frontage	24 sf in C-N District; 32 sf in C-G and C-C	8' above grade or 4' 4" above top of planter or landscaped mound (berm)	Must not create hazard at corner or driveways. May not be located within 100' of any residential district.	Yes	a. Min. street frontage of 100' required. b. Planter base or landscape area to be provided equal to 4 times the area of 1 face of the sign. c. May be located within 5' of public right-of-way.
e. Drive-through restaurants	Menu board	1 per bldg.	30 sf	7'	Shall not be located so as to be a hazard for driveway or corner radius	Yes	Shall face away from the street.
f. Business identification	Monument or pole sign with decorative pole cover	1 double-face sign per business	125 sf per face	25' with 22' max. sign face or copy areas height monument or supportive structure to consist of an area face or copy area	May be located in landscaped	Yes	Site must have at least 300' frontage adjacent to the right-of-way of a State or federal freeway.
g. Drive-through restaurants	Menu board	1 per bldg.	30 sf	7'	Shall not be located so as to be a hazard for driveway or corner radius	Yes	Shall face away from the street.
2. High Rise Buildings (4 stories or more).							
a. Building identification	Wall sign	4 per bldg.	225—500 sf See Fig 22.2		Above the windows or the highest floor & below	Yes	a. Copy is limited to 1 company bldg./name arranged in a single line. b. Company logos may be used in combination with letters.

							c. Signs shall be designed to be compatible with the architecture of the bldgs.
b. Secondary tenant identification.	Wall sign	4 per bldg.	22 sf max. per sign; max letter height + 18"	Below the 2nd floor or 20', whichever is less	Near the entrance of the tenants they identify	Yes	
c. Center or project	Monument	1st. frontage	40 sf per face	6' above grade or max. of 4' above planter or landscape mound	At main entrance	Yes	Shall contain only the name of the center or project, no tenant information.
3. Multiple Tenant Sites-Shopping Centers							
a. Business identification	Wall or canopy	1 single face per bldg. or street frontage or parking lot frontage. Max. 2 signs per business	1.5 sf of area per lineal ft. of bldg. frontage on a street, not to exceed 75 sf; in addition, 1.5 sf of sign area per lineal ft. of the bldg's. rear elevation if a public entrance is provided from a rear street or parking lot. Not to exceed 50 sf.	May not project above the eave line	May be located on project	Yes	<p>a. All shopping centers shall develop a coordinated sign program for all tenants & uses.</p> <p>b. Allowable aggregate wall sign area shall include window area(s) used for permanent signing.</p> <p>c. A center is one in which business & structures are designed in an integrated & interrelated development. Such design is independent of the number of structures, lots or parcels making up the center.</p>
b. Business identification	Window (permanent)	1 sign per window	25% of the glass area upon which the sign is located		Window lettering permitted on interior or exterior glass window or door	No, except sign constructed of neon tube letters	Allowable aggregate of window sign(s) area shall include area of allowable wall sign.
c. Business identification	Under marquee	1 per entrance (double face)	6 sf per face		Below eave line & beneath canopy or marquee with 7' clearance from sidewalk level to lowest point of sign		Signs shall be uniform in color & design for all tenant identification within the center.
	Monument	1 double face	25 sf per face			Yes	

d. Business identification				6' above grade or 4' above top	Shall be set back a min. of 5' from front or side of property lines		<p>a. Min. street frontage of 100' required.</p> <p>b. Planter base or landscape area to be provided equal to 4 times the area of 1 face of the sign.</p> <p>c. May be located within 5' of public right-of-way.</p>
e. Center identification centers less than 25 acres	Monument	1 dbl face per each street frontage	75 sf per face	Sign shall not exceed the height of the structure it identifies or 20', whichever is less	Shall not be located so as to be a hazard for driveway or corner radius	Yes	<p>a. Min. street frontage of 200' required.</p> <p>b. Sign may identify center and/or up to 3 major tenants.</p> <p>c. Planter base or landscape area equal to or greater than that 4 times the area of 1 face of a sign.</p> <p>d. Vertical clearance of 10' required for freestanding signs projecting over vehicular passageway.</p> <p>e. A min. of 20% of the sign area shall be dedicated to center identification.</p>
Centers 25 acres or greater	Monument	1 dbl face per each street frontage	120 sf per face	Sign shall not exceed the height of the structure it identifies	Shall not be located so as to be a hazard for a driveway	Yes	<p>a. Min. street frontage of 1,200' required. If street frontage is less than 1,200', then the monument sign development standards for the centers less than 25 acres apply.</p> <p>b. Sign may be up to 4 anchor tenants.</p> <p>c. Planter base or landscape area equal to or greater than 4 times the area of 1 face of the sign.</p> <p>d. Vertical clearance of 10' required for freestanding signs projecting over vehicular passageway.</p> <p>e. A min. of 20% of the sign area shall be</p>

							dedicated to center identification.
f. Center identification (freeway adj.)	Monument or pole sign with decorative cover	1 dbl face sign per center	125 sf/face	25' with 22' max sign face or copy height & monument or supportive structure to consist of an area equal to sign face or copy area	May be located in landscaped setback area	Yes	Center site must have at least 300' of frontage adjacent to the right-of-way of a State or federal freeway.
g. Drive-through restaurants	Menu board	1 per building	30 sf	7'	Shall not be located so as to be a hazard for driveway or corner radius		Shall face away from street.
4. Service Station							
a. Service station identification	Wall	1 per street frontage; max. 2	10% of bldg. face not to exceed	Not above eave line or 20', whichever is less		Yes	a. A combination of monument & wall may be used, but no more than a total of 3 signs.
	Monument	1 per street frontage; max. 2	30 sf per face	6'			b. The monument sign shall be designed to include the identity of the station. Price signs are allowed in accordance with State regulations.
b. Special service signs	Wall or ground	1 for each pump island, not to exceed a total of 4 per station.	2 sf per face	8'		No	Special service signs shall be limited to such items as self-serve, full-serve, air, water, and cashier & shall be nonilluminated.
5. Temporary Signs							
a. Promo signs	Window		25% of the window area		Ground floor windows only	No	a. Such signs are limited to temporary messages such as sales or special events. No business identification is permitted. b. Refer to § 17.44.070, Temporary signs.
b. Construction	Freestanding	1 single-face sign per street frontage	32 sf	10'	Located so as not to create traffic hazard or	No	a. Authorized upon the issuance of a grading or bldg. permit.

					overhang public right-of-way		b. Sign shall be removed prior to certificate of occupancy.
c. Future facility or tenant	Freestanding wall	1 per street frontage or tenant	32 sf per face	8'	Within the subject property	No	Sign shall be removed upon occupancy of the bldg(s).
d. Real estate	Freestanding wall or window	1 per street frontage	32 sf per face	8'	Within the subject property	No	To advertise the sale or lease of structure or ground and not for the purpose of advertising an agency occupying the premises.
e. A-frame, portable sign	Freestanding	1 per business	8 sf per face	5'	At least 5' from curb; no farther than 15' from main entrance to business	No	Must be anchored in a secure manner, to be determined by the City Manager or designee
C. Signs Permitted in OIP, IL, IM and IE Industrial Districts							
I. Business Identification							
Single tenant	Monument sign	2 per street or parking lot frontage	1 sf of sign area per each lineal foot of bldg. fronting on street. Not to exceed 200 sf.	Signs shall not project above the eave line. Monument signs 8' above grade or max of 4' above planter or landscape mound	Shall not be located so as to create traffic hazard for driveway or corner radius as determined by the City Engineer	Yes	a. A combination of wall & monument signs may be used; however, their combined area shall not exceed the max. sign area & no more than 3 signs per business. b. Planter area or landscape area equal to or greater than the area of 1 face of a sign.
2. Multi-tenant sites	Wall	1 per tenant	1.5 sf of sign area per lineal ft. of lease frontage, not to exceed 25 sf in area	Wall signs shall not project above the eave line of the building	Building façade or other location below the eave line	Yes	a. Multi-tenant sites shall develop a coordinated sign program for all tenants. b. Allowable aggregate wall sign area shall include window area(s) used for permanent signing.
a. Center or project	Entrance monument	1 per street entrance & 1 per major intersection.	40 sf per face	8' above grade or max 4' above top or planter or landscape mound	Shall not be located so as to create traffic hazard for drive way or corner	Yes	a. Planter base or landscape area equal to or greater than the area of 1 face of a sign. b. Shall contain only the name of the center or project, no tenant information.

b. Business identification	Wall	1 per street or parking lot frontage	1 sf of sign area per each lineal foot of bldg. frontage	May not project above eave line	Wall	Yes	a. Shall contain only the name & product of the company. b. A sign program shall be required for developments with 3 or more tenants. § 17.44.040(B).
c. Business directory	Freestanding	1 per street or parking lot frontage	32 sf per face	8'	Ground mounted	Yes	a. Intended to list only the names & addresses of on-site occupants. b. Shall be designed as part of overall sign program.
d. Advisory/directional	Wall or freestanding	Min. number necessary to provide	4 sf	4'	Min 5' setback from property lines	Yes	Copy limited to directional information such as "entrance" or "exit," but no directions to individual businesses.
c. Business information	Window or wall sign	1 per main bldg. entrance	4 sf	8'	At main bldg.	No	Intended to provide only name, address, telephone, business hrs. & emergency information for occupant.
3. Temporary Signs: Same as temporary signs allowed in C-N, C-G and C-C Commercial Districts.							

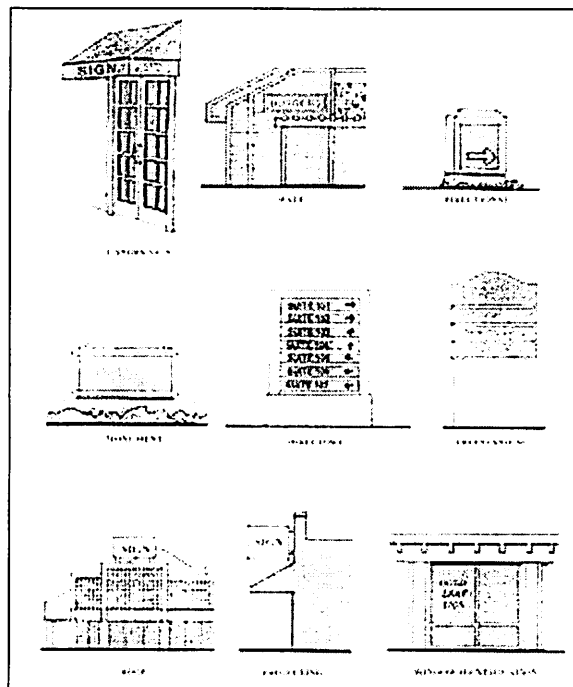
(Prior code § 159.22.150)

17.44.160 Sign design guidelines—General.

The following design guidelines shall be consulted prior to developing signs for any project. Unless there is a compelling reason, these design guidelines shall be followed.

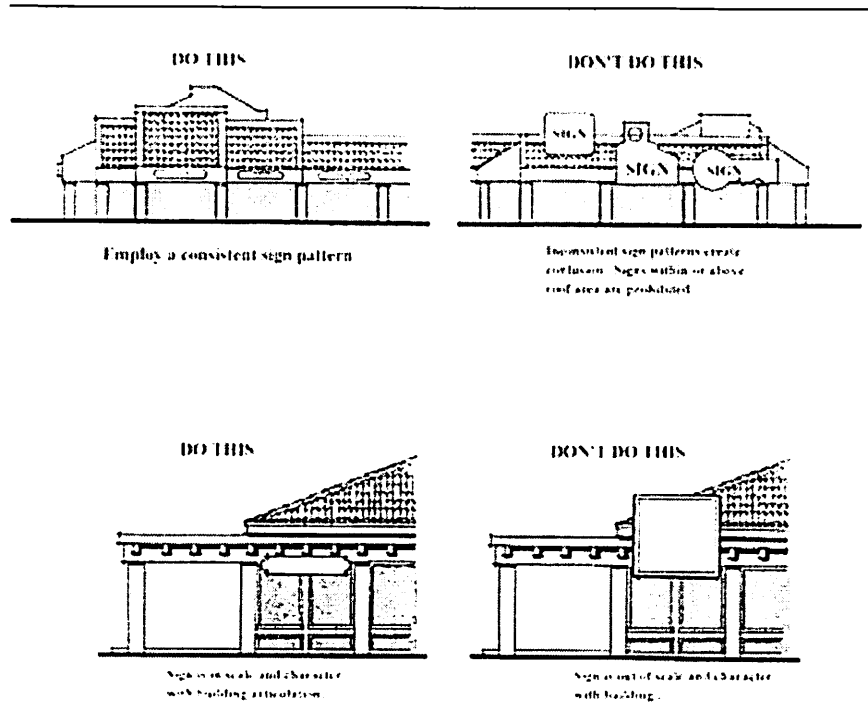
- A. Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.
- B. The use of the same background color, and allowing signs to be of up to 3 different colors per multi-tenant center smaller than 25 acres in area, and up to 5 different colors per multi-tenant center 25 acres in area or greater.
- C. Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.
- D. Avoid faddish and bizarre typefaces. Such typefaces may look good today, but soon go out of style. The image conveyed may quickly become that of a dated and unfashionable business.
- E. Sign colors and materials should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Dayglo colors must be avoided.

- F. Use significant contrast between the background and letter or symbol colors. If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read.
- G. Avoid too many different colors on a sign. Too many colors overwhelm the basic function of communication. The colors compete with content for the viewer's attention. Sign may be stylized but should remain legible.
- H. Avoid visual clutter, including that the location and design of proposed signs do not obscure from view or unduly detract from existing or adjacent signs.
- I. The size, shape, color and placement of the sign should be compatible with and bear a harmonious relationship to the building it identifies, the neighborhood and other signs in the area.
- J. The location and design of the proposed sign, its size, shape, illumination and color should be compatible with the visual characteristic of the surrounding area so as not to detract from or cause depreciation of the value of adjacent developed properties.
- K. The location and design of a proposed sign in close proximity to any commercial or industrial district shall not adversely affect the value or character of the adjacent residential district.
- L. Any neon sign shall be made an integral part of the building design with careful attention to color and intensity of light. The use of soft tones shall be encouraged.



- M. Place signs to indicate the location of access to a business. Signs should be placed at or near the entrance to a building or site to indicate the most direct access to the business.
- N. Place signs consistent with the proportions of scale of building elements within the facade. Within a building facade, the sign may be placed in different areas. A particular sign may fit well on a plain wall area, but would overpower the finer scale and proportion of the lower storefront. A sign which is appropriate near the building entry may look tiny and out of place above the ground level.
- O. Place wall signs to establish rhythm across the facade, scale and proportion where such elements are weak. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.

P. Avoid signs with strange shapes. Signs that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.



Q. Carefully consider the proportion of letter area to overall sign background area. If letters take up too much sign, they may be harder to read. Large letters are not necessarily more legible than smaller ones. A general rule is that letters should not appear to occupy more than 75% of the sign panel area.

R. Consider interior neon signs. Neon signs lend themselves to creative and exciting artistic expression. The use of neon signs inside a storefront can be used to attract attention and create a special ambience.

S. Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of 15 to 20 feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be. (Prior code § 159.22.160(1))

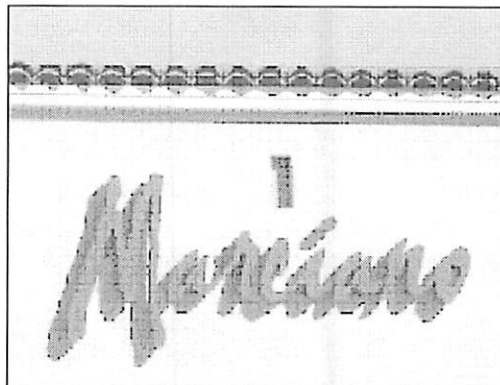
17.44.170 Sign design guidelines—Wall or fascia signs.

A. Building wall and fascia signs should be compatible with the predominant visual elements of the building. Commercial centers, offices, and other similar facilities are required to be part of a sign program in accordance with the provisions of this chapter.

B. Where there is more than 1 sign, all signs should be complementary to each other in the following ways:

1. Type of construction materials (cabinet, sign copy, supports, etc.);
2. Letter size and style of copy;
3. Method used for supporting sign (wall or ground base);
4. Configuration of sign area;
5. Shape to total sign and related components.

C. The use of graphics consistent with the nature of the product to be advertised is encouraged; i.e., hammer or saw symbol for a hardware store, mortar and pestle for a drug store.

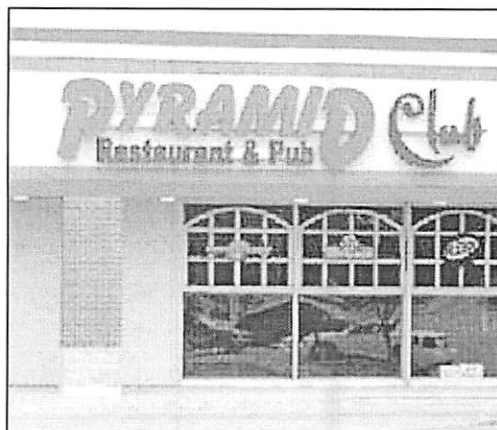


D. Direct and indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright. The use of can-type box signs, with translucent backlit panels are highly discouraged. Panels should be opaque if a can-type sign is used and only the lettering should appear to be lighted.

E. The use of backlit individually cut letter signs is strongly encouraged and preferred near the VORTEX (Downtown Plan area).

F. The use of permanent sale or come-on signs is prohibited. The temporary use of these signs is limited by the provisions of Section 17.44.070.

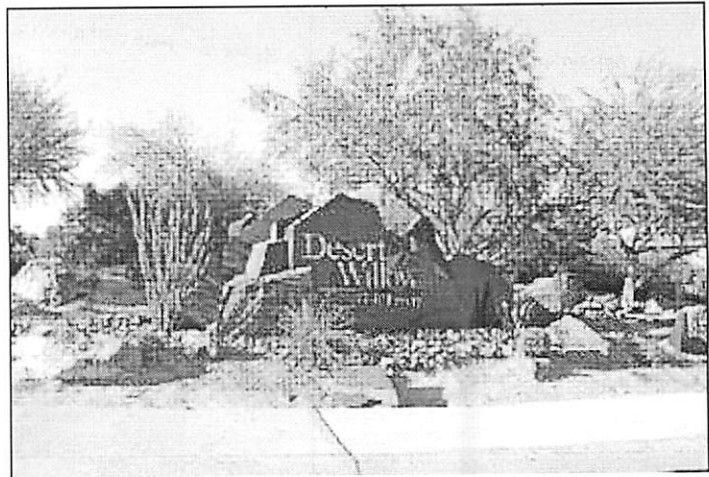
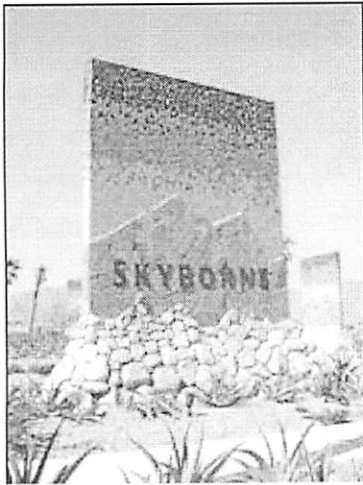
G. The identification of each building or store address in 6-inch-high numbers over the main entryway or within 10 feet of the main entry is encouraged.



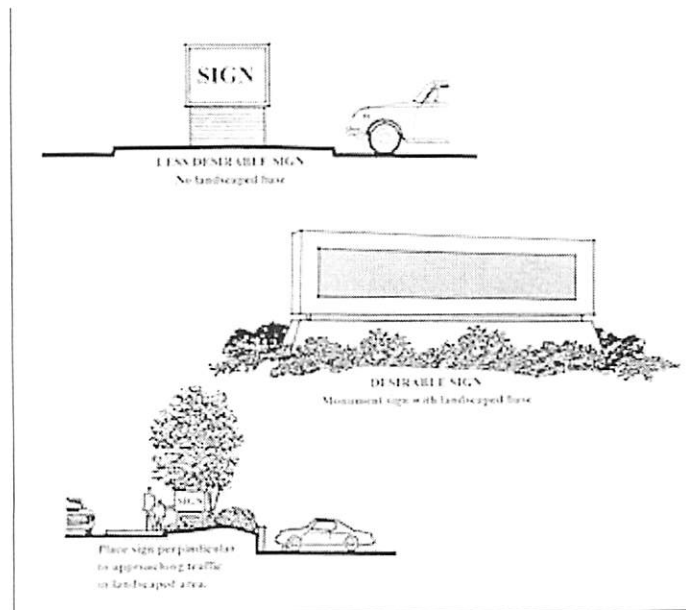
(Prior code § 159.22.160(2))

17.44.180 Sign design guidelines—Freestanding signs.

A. Freestanding signs are intended to provide street addresses, and identification for the freestanding building or commercial center development as a whole and for up to 3 major tenants.

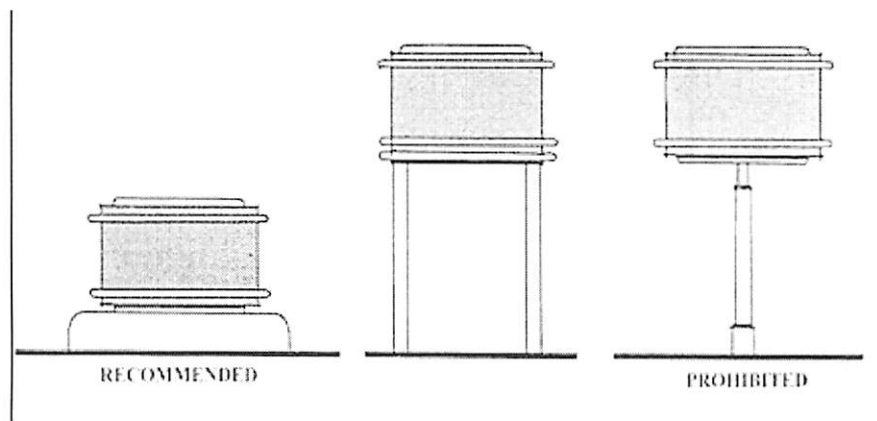
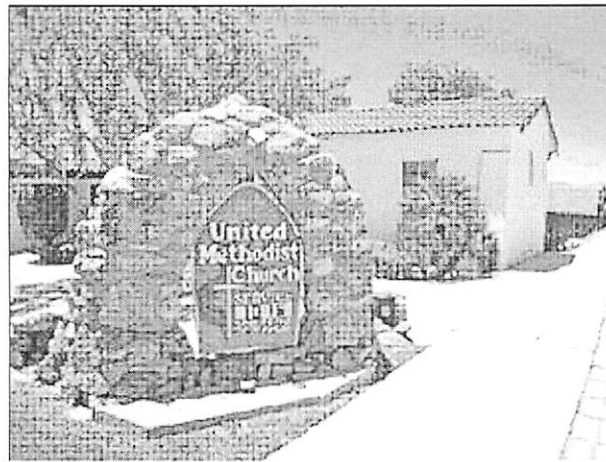


- B. All tenant signs should be limited in size to the width of the architectural features of the sign and shall be uniform in size and color.
- C. A minimum of 10% of the sign area of freestanding signs for large, multi-story buildings or center developments should be devoted to identification of the center or building by address or name. Strip developments should display the range of store addresses for that development on their freestanding sign.
- D. Freestanding signs should be placed perpendicular to approaching vehicular traffic.
- E. Freestanding signs should be placed in raised planters whenever possible. The use of natural stone or concrete as a base material is encouraged.



F. Each monument sign should be located within a planted landscaped area which is of a shape and design that will provide a compatible setting and ground definition to the signs, incorporating the following ratio of landscape area to total sign area:

1. Monument: 4 square feet of landscaped area for each square foot of sign area (1 side only).
2. Directory: 2 square feet of landscaped area for each square foot of sign area.



(Prior code § 159.22.160(3))

17.44.190 Declaration of public nuisance—Enforcement.

Pursuant to the City's police powers authorized in Article XI, Section 7 of the California Constitution, as well as under Sections 100, 101, 500 and 600 of City's Charter and the City of Desert Hot Springs Municipal Code and other provisions of California law, including, but not limited to, California Government Code Section 38771, the City Council hereby declares that the construction, maintenance or placement of any sign within the City in violation of any of the terms or requirements of this chapter is a public nuisance. The City, in addition or in lieu of prosecuting a criminal action hereunder, may commence an action or proceeding for the abatement, removal and enjoinder thereof, in the manner provided by law; and shall take other steps and shall apply to such courts as may have jurisdiction to grant such relief as will abate or remove such illegal sign, and to restrain and enjoin any person(s) from conducting, operating or maintaining a sign contrary to the provisions of this chapter. Violations of this chapter may also be enforced in any combination as permitted by Title 4 and Chapters 8.16, 9.16 and 10.52 of the Desert Hot Springs Municipal Code or any other enforcement and legal remedies available to the City under the law. (Prior code § 159.22.170)

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