



AGENDA
CITY OF NORCO
CITY COUNCIL
REGULAR MEETING
CITY COUNCIL CHAMBERS – 2820 CLARK AVENUE
SEPTEMBER 19, 2012

- CALL TO ORDER: 7:00 p.m.
- ROLL CALL: Mayor Kevin Bash
Mayor Pro Tem Kathy Azevedo
Council Member Berwin Hanna
Council Member Herb Higgins
Council Member Harvey C. Sullivan
- PLEDGE OF ALLEGIANCE: Council Member Hanna
- INVOCATION: Calvary Chapel – Norco
Pastor Louie Monteith
- PROCLAMATION: 225TH Anniversary of the Signing of the
Constitution of the United States of America
Diane Stephens

REGULAR CITY COUNCIL AGENDA AS FOLLOWS:

1. CITY COUNCIL CONSENT CALENDAR ITEMS: *(All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. Prior to the motion to consider any action by the Council, any public comments on any of the Consent Items will be heard. There will be no separate action unless members of the Council or the audience request specific items be removed from the Consent Calendar. Items removed from the Consent Calendar will be separately considered under Item No.2 of the Agenda)*
 - A. City Council Minutes:
Regular Meeting of September 5, 2012
Recommended Action: **Approve the City Council Minutes** (City Clerk)
 - B. Recap of Actions Taken at the Planning Commission Regular Meeting of September 12, 2012. **Recommended Action: Receive and File** (Planning Director)
 - C. Procedural Step to Approve Ordinance after Reading of Title Only.
Recommended Action: Approval (City Clerk)
 - D. Resolution Accepting a Grant in the Amount of \$59,999 from the California Office of Traffic Safety and Increasing Revenue, Appropriation and Expenditure. **Recommended Action: Adopt Resolution No. 2012-66.** (Lt. Hedge)

- E. Resolution Accepting a Grant in the Amount of \$79,000 from the California Office of Traffic Safety and Increasing Revenue, Appropriation and Expenditure. **Recommended Action: Adopt Resolution No. 2012-67.** (Lt. Hedge)
2. ITEM(S) PULLED FROM CITY COUNCIL CONSENT CALENDAR:
3. CITY COUNCIL PUBLIC HEARING ITEMS:
 - A. Zone Code Amendment 2012-04 (City of Norco): A City-Initiated Proposal to Amend the Norco Municipal Code, Chapter 18.37 "Signs" to Revise and Update the Provision of Signage in the City of Norco and to Amend Chapter 18.02 "Definitions" to Add Definitions Pertaining to Signage.

Zone Code Amendment (ZCA) 2012-04 is a City-initiated proposal to amend the Norco Municipal Code, Chapter 18.37 "Signs" to revise and update the provision of signage in the City of Norco and to amend Chapter 18.02 "Definitions" to add definitions pertaining to signage. ZCA 2012-04 is a result of recommendations for revisions on the existing sign ordinance provided by the Ad Hoc Sign Code Working Group (the "Working Group"), which was then followed by Planning Commission review of the amendments necessary to address the recommendations of the Working Group.

Recommended Action: Adopt Ordinance No. 953 for first reading. (Planning Director)
 - B. Appeal Hearing: Planning Commission Denial of a Site Plan Addition for an Exterior Vacuum Control System for Approved Conditional Use Permit 2011-15.

At its meeting held on August 8, 2012, the Planning Commission denied the applicant's request for a minor site plan addition to add an exterior vacuum control system to the approved site plan for Conditional Use Permit (CUP) 2011-15, a car wash that has recently been constructed within the former Mitsubishi dealership parts building. The applicant has appealed that decision to the City Council.

Recommended Action: Hear the applicant's appeal and make the determination to either uphold the Planning Commission denial or approve the applicant's request for a minor site plan addition to add an exterior vacuum control system to the approved site plan for Conditional Use Permit 2011-15. (Planning Director)

4. PUBLIC COMMENTS OR QUESTIONS - THIS IS THE TIME WHEN PERSONS IN THE AUDIENCE WISHING TO ADDRESS THE CITY COUNCIL REGARDING MATTERS NOT ON THE AGENDA MAY SPEAK. PLEASE BE SURE TO COMPLETE THE CARD IN THE BACK OF THE ROOM AND PRESENT IT TO THE CITY CLERK SO THAT YOU MAY BE RECOGNIZED.
5. CITY COUNCIL COMMUNICATIONS:
 - A. Reports on Regional Boards and Commissions
 - B. City Council Announcements
6. CITY MANAGER REPORTS:
7. ADJOURNMENT:

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office, (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA Title II).

Staff reports are on file in the Office of the City Clerk. Any writings or documents provided to a majority of the City Council regarding any item on this agenda will be available for public inspection at the City Clerk's Counter in City Hall located at 2870 Clark Avenue.

/bj-81704

WHEREAS, the Constitution of the United States of America, the guardian of our liberties, embodies the principles of limited government in a Republic dedicated to rule by law; and

WHEREAS, September 17, 2012 marks the two hundred twenty-fifth anniversary of the drafting of the Constitution of the United States of America by the Constitutional Convention; and

WHEREAS, it is fitting and proper to accord official recognition to this magnificent document and its memorable anniversary, and to the patriotic celebrations which will commemorate the occasion; and

WHEREAS, Public Law 915 guarantees the issuing of a proclamation each year by the President of the United States of America designation September 17 through 23 as Constitution Week.

NOW, THEREFORE, I, KEVIN BASH, MAYOR OF THE CITY OF NORCO, on behalf of the City Council, do hereby proclaim September 17 through 23 as

CONSTITUTION WEEK

and urge our citizens to study the Constitution, and reflect on the privilege of being an American with all the rights and responsibilities guaranteed to us through this guardian of our liberties, remembering that lost rights may never be regained.

MAYOR OF THE CITY OF NORCO



**MINUTES
CITY OF NORCO**

**CITY COUNCIL
REGULAR MEETING**

**CITY COUNCIL CHAMBERS – 2820 CLARK AVENUE
SEPTEMBER 5, 2012**

CALL TO ORDER: Mayor Bash called the meeting to order at 6:00 p.m.

ROLL CALL: Mayor Kevin Bash, **Present**
Mayor Pro Tem Kathy Azevedo, **Present**
Council Member Berwin Hanna, **Present**
Council Member Herb Higgins, **Present**
Council Member Harvey C. Sullivan, **Present**

THE CITY COUNCIL RECESSED TO CLOSED SESSION (SECTION 54954) TO CONSIDER MATTERS:

Conference with Legal Counsel – Anticipated Litigation

Significant Exposure to Litigation Pursuant to Section 54956.9(c) 11 Potential Cases

RECONVENE PUBLIC SESSION: Mayor Bash reconvened the meeting at 7:00 p.m.

REPORT OF ACTION(S) TAKEN IN CLOSED SESSION (§54957.1) **Deputy City Attorney Burns stated that the City Council authorized the City's Code Enforcement Attorney, Ken Dapeer, to file a receivership action regarding the property located at 3241 Kips Korner.**

PLEDGE OF ALLEGIANCE: Master Gunnery Sergeant D. Robert Reid

INVOCATION: Assembly of God – Beacon Hill
Pastor Rene Parish

PROCLAMATION: Master Gunnery Sergeant D. Robert Reid
Retired USMC

Assemblyman Jeff Miller, along with Mayor Bash and several other agencies, presented proclamations and resolutions to Master Gunnery Sergeant Reid honoring his service in the United States Marine Corps. For his dedicated service in raising the awareness of the contribution of African Americans in the USMC, Master Gunnery Sergeant Reid was inducted in the Montford Point Marine Association, Inc. Hall of Fame in 2010, and was awarded the Congressional Gold Medal from the United States Congress on June 27, 2012, the highest civilian Honor for the Montford Point Marines.

PRESENTATIONS: Dr. Paul Parnell, President
Norco College

Mayor Bash introduced Dr. Parnell, the new President of Norco College. Assemblyman Jeff Miller presented a plaque to Dr. Parnell from himself and Senator Emerson.

Norco High School Softball Team

The National Champion Norco High School Softball Team presented a team picture to Assemblyman Miller and the City of Norco. A framed championship shirt was also presented to the City of Norco to proudly display at City Hall.

REGULAR CITY COUNCIL AGENDA AS FOLLOWS:

1. CITY COUNCIL CONSENT CALENDAR ITEMS:

M/S Hanna/Sullivan to approve the items as recommended on the City Council Consent Calendar. The motion was carried by the following roll call vote:

AYES: AZEVEDO, BASH, HANNA, HIGGINS, SULLIVAN
NOES: NONE
ABSENT: NONE
ABSTAIN: NONE

- A. City Council Minutes:
Regular Meeting of August 15, 2012
Special Joint Meeting of August 15, 2012
Recommended Action: **Approve the City Council Minutes** (City Clerk)
- B. Approval of a Lease Agreement between the City of Norco and the Norco Area Chamber of Commerce & Visitor's Center. **Recommended Action: Approve the Lease Agreement with the Norco Area Chamber of Commerce & Visitor's Center at the Norco Public Library for the term beginning October 1, 2012 and ending September 30, 2015; and direct the City Manager or her designee to execute said Lease.** (City Manager)
- C. Amendment to the FY 2013-2017 Capital Improvement Program Budget to Identify the Hamner Avenue Widening Project Funding Sources and Appropriate Additional Funding for the Project. **Recommended Action: Adopt Resolution No. 2012-65, amending the FY 2013-2017 Capital Improvement Program Budget to Identify the Hamner Avenue Widening Project Funding Sources; and appropriate additional Funding in the amount of \$400,000 from the Measure "A" Fund for the relocation of transmission poles by Southern California Edison in the amount of \$310,000 and the difference of \$90,000 to complete the Project funding.** (Director of Public Works)
- D. Amendment to the Joint Powers Agreement of the Western Riverside Council of Governments to Permit the Provision of Property Assessed Clean Energy (PACE) Services Statewide. **Recommended Action: Approved the Amendment to the Joint Powers Agreement of the Western Riverside Council of Governments to permit the provision of PACE services statewide.** (City Manager)

2. ITEM(S) PULLED FROM CITY COUNCIL CONSENT CALENDAR: **None**

3. CITY COUNCIL DISCUSSION/ACTION ITEMS:

- A. Renaming of the Small Auditorium (Fire Side Room) at the Mildred W. Fleutsch Community Center in Honor of Bob and Karlene Allen. **Recommended Action: Authorize the renaming of the Mildred W. Fleutsch Community Center, Small Auditorium (Fire Side Room), as the Bob and Karlene Allen Community Room.** (Director of Parks, Recreation and Community Services)

The City Council Members briefly commented on Bob and Karlene Allen's accomplishments and thanked them for their support of the community, noting that they deserve this honor.

M/S Bash/Higgins to rename the Mildred W. Fleutsch Community Center, Small Auditorium (Fire Side Room), as the Bob and Karlene Allen Community Room. The motion was carried by the following roll call vote:

AYES: AZEVEDO, BASH, HANNA, HIGGINS, SULLIVAN
NOES: NONE
ABSENT: NONE
ABSTAIN: NONE

4. PUBLIC COMMENTS OR QUESTIONS:

Manuel Pavao. Mr. Pavao commented on the dumpsters that remain located next to his property, noting the loud noise they create.

Pamela Smith. Ms. Smith made several announcements as follows: The 14th annual Chili Cook-Off will be held on September 15th at 2 p.m.; at 7 p.m. on September 18th, there will be a coffee meet-and-greet for Assembly Candidate Eric Linder; and lastly, the NACC General Membership Meeting will be held on September 19th where Jodie Webber will be the guest speaker regarding keeping workers compensation claims low.

5. CITY COUNCIL COMMUNICATIONS:

A. Reports on Regional Boards and Commissions: **None**

B. City Council Announcements: **None**

6. CITY MANAGER REPORTS:

City Manager Groves:

- Commented on the reception that will be held at the Norco College Art Gallery on September 13th, noting that the Lake Norconian Club Foundation will be a co-sponsor of the event.
- Stated that the City is looking forward to the partnership with the Norco Area Chamber of Commerce and Visitor's Center, noting the Council's approval of the Lease Agreement.
- Invited everyone to attend the dedication celebration of the Rose M. Eldridge Senior Center on Friday, September 28th.

7. ADJOURNMENT: There being no further business to come before the City Council, Mayor Bash adjourned the meeting in honor of Master Gunnery Sergeant D. Robert Reid at 7:48 p.m.

BRENDA K. JACOBS, CMC
CITY CLERK

/bj-81775



RECAP OF ACTIONS TAKEN
CITY OF NORCO
PLANNING COMMISSION
CITY COUNCIL CHAMBERS – 2820 CLARK AVENUE
REGULAR MEETING
SEPTEMBER 12, 2012

CALLED TO ORDER: **7:00 p.m.**

ROLL CALL: **Chair Wright, Vice Chair Henderson, Commission Members Hedges, Jaffarian; Commission Member Leonard absent.**

STAFF PRESENT: **Planning Director King, Senior Planner Robles, Deputy City Clerk Germain**

PLEDGE OF ALLEGIANCE: **Commission Member Jaffarian**

1. APPEAL NOTICE: **Read by staff.**
2. PUBLIC COMMENTS: **None.**
3. APPROVAL OF MINUTES:
 - ❖ Minutes of August 8, 2012
 - ❖ Minutes of July 25, 2012 (continued from meeting of August 8, 2012)Recommended Action: Approval (Deputy City Clerk); **Action: (8-8-12) Approved (3-0-1); (7-25-12) Approved (4-0).**
4. CONTINUED ITEM: **None**
5. PUBLIC HEARINGS:
 - A. Conditional Use Permit 2012-08 (Seymour): A request for approval to allow an accessory building consisting of a 2,497 square-foot garage at 2638 Valley View Avenue located within the A-1-20 Zone Recommended Action: Approval (Senior Planner); **Action: Approved, 4-0, with changes to conditions. This action is final unless appealed to City Council.**
 - B. Conditional Use Permit 2012-09 (Gonzales): A request to Modify Conditional Use Permit 87-05 to Allow Ancillary Outdoor Storage and Vehicle Parking at 1308 Sixth Street (.82 acre) for an Adjacent and Existing Contractor's Office and Storage Yard Located at 1338 Sixth Street (1.23 acres) on the southwest corner of Sixth Street and Valley View Avenue in the C-4 zone (APN 131-200-014) Recommended Action: Approval (Planning Director); **Action: Approved, 4-0, with changes to conditions. This action is final unless appealed to City Council.**

6. BUSINESS ITEMS:

- A. Update on Site Plan 2005-09 (Norco Country Center) Recommended Action: Receive and File (Planning Director); **Action: Received and Filed.**
- B. Site Plan 2012-11 (Castaneda): A request for approval to allow a 400 square-foot combination patio, storage room and bathroom addition to an existing accessory recreational vehicle (RV) garage building at 2232 Stallion Drive located within the A-1-20 Zone (Agricultural Low-Density). Recommended Action: Provide Direction (Senior Planner); **Action: Approved, 3-1 (Jaffarian, no) with changes to conditions. This action is final unless appealed to City Council.**

7. CITY COUNCIL: Receive and File

- ❖ City Council/Oversight Board Minutes dated July 18, 2012
- ❖ City Council Special Meeting Minutes dated August 1, 2012
- ❖ City Council Minutes dated August 1, 2012
- ❖ City Council Minutes dated August 15, 2012

Action: Received and Filed.

8. PLANNING COMMISSION:

- a. Oral Reports from Various Committees; **Commission Member Henderson gave a report on the Zoning Working Group's progress on the Sixth Street zoning update.**
- b. Request for Items on Future Agenda (within the purview of the Commission); **None.**

9. ADJOURNMENT: **8:30 p.m.**

/sk-81833

CITY OF NORCO STAFF REPORT

TO: Honorable Mayor and Members of the City Council

FROM: Beth Groves, City Manager 

PREPARED BY: Daniel Hedge, Lieutenant

DATE: September 19, 2012

SUBJECT: Resolution Accepting a Grant in the amount of \$59,999 from the California Office of Traffic Safety and Increasing Revenue, Appropriation and Expenditure

RECOMMENDATION: Adopt **Resolution No. 2012-___**

SUMMARY: Upon approval from the Council, the State of California will grant the City of Norco \$59,999 to reduce the number of persons killed or injured in alcohol-involved collisions by funding DUI saturation patrols, distracted driving enforcement and other programs. This one-year grant does not require a local match and will increase sheriff staff time in Norco by about 900 hours.

BACKGROUND/ANALYSIS: At Council's direction, staff submitted a request to the California Office of Traffic Safety (OTS) for a grant of \$127,000 to purchase equipment, to fund programs to reduce alcohol-involved and speed-related fatal and injury collisions, to increase DUI arrests, and to increase public awareness of the dangers of impaired driving.

In July 2012, the OTS advised that they would grant \$59,999 to fund "best practice" strategies to reduce the number of persons killed or injured in alcohol-involved crashes. This grant program will follow the federal fiscal year beginning October 1, 2012 and ending one year later on September 30, 2013.

The OTS is funding the overtime salary and benefit cost of deputies who will conduct patrol shifts focused on DUI enforcement, warrant service operations where suspects with arrest warrants for DUI are located and arrested, stakeout operations to observe the "worst of the worst" repeat DUI offenders with suspended or revoked driver's licenses, distracted driving enforcement and other traffic enforcement operations.

Staff recommends that the Council accept the \$59,999 grant, designate Lieutenant Daniel Hedge as "the authorizing official" and direct him to execute the agreement with the OTS. Staff anticipates receiving and expending \$49,084 in FY2013 and \$10,915 in FY2014. A copy of the OTS Grant Agreement (form OTS-38) is attached.

FINANCIAL IMPACT: Accepting this grant of \$59,999 will increase traffic enforcement time by about 900 hours.

/rlf-81759

Attachments: Resolution No. 2012-___

RESOLUTION NO. 2012-____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NORCO, CALIFORNIA ACCEPTING A GRANT OF \$59,999 FROM THE CALIFORNIA OFFICE OF TRAFFIC SAFETY AND INCREASING REVENUE, APPROPRIATION AND EXPENDITURE

WHEREAS, the City of Norco desires to work with the California Office of Traffic Safety (OTS) to improve traffic safety in Norco; and

WHEREAS, the City will receive a Selective Traffic Enforcement Program grant from the OTS in the sum of \$59,999 for sobriety checkpoints and other "best practice" strategies that reduce the number of persons killed or injured in alcohol-involved collisions; and

WHEREAS, the OTS has granted \$924 for training, \$8,626 for collecting evidence, and \$39,534 for personnel costs in FY2013 and \$10,915 for personnel costs in FY2014.

NOW, THEREFORE, the City Council of the City of Norco does hereby increase revenue \$49,084 (165-000-53829), and increase appropriation and expenditure \$39,534 (165-772I-34115) to fund DUI saturation patrols and other "best practice" strategies in Norco, \$924 (165-772I-30300) to fund training, and \$8,626 (165-772I-34100) to fund DUI evidence collection and testing.

PASSED AND ADOPTED by the City Council of the City of Norco at a regular meeting held on September 19, 2012.

Mayor of the City of Norco, California

ATTEST:

Brenda K. Jacobs, CMC, City Clerk
City of Norco, California

I, BRENDA K. JACOBS, City Clerk of the City of Norco, California, do hereby certify that the foregoing Resolution was adopted by the City Council of the City of Norco, California, at a regular meeting thereof held on September 19, 2012 by the following vote of the City Council:

AYES:
NOES:
ABSENT:
ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Norco, California, on September 19, 2012.

Brenda K. Jacobs, CMC, City Clerk
City of Norco, California

/rlf-81760

CITY OF NORCO STAFF REPORT

TO: Honorable Mayor and Members of the City Council

FROM: Beth Groves, City Manager 

PREPARED BY: Daniel Hedge, Lieutenant

DATE: September 19, 2012

SUBJECT: Resolution Accepting a Grant in the amount of \$79,000 from the California Office of Traffic Safety and Increasing Revenue, Appropriation and Expenditure

RECOMMENDATION: Adopt **Resolution No. 2012-___**, increasing revenue, appropriation and expenditure in the amount of \$65,000 in the California Office of Traffic Safety Grant Fund.

SUMMARY: Upon approval from the City Council, the State of California will grant the City \$79,000 to conduct 10 sobriety checkpoints between October 2012 and September 2013. This grant covers 100% of the salary and benefit cost; it does not require a local match. Accepting this grant will increase sheriff staff time in Norco by 1,200 hours at no cost to the City.

BACKGROUND/ANALYSIS: The California Office of Traffic Safety (OTS) is awarding grants to local law enforcement agencies who are participating in the Sobriety Checkpoint Program. The City has received similar OTS grants in prior years to fund DUI checkpoints. OTS has found that while California has made great strides in the fight against driving under the influence (DUI), alcohol-involved fatalities have steadily increased both nationally and in California since 1999. OTS is offering local law enforcement agencies grants to conduct sobriety checkpoints during the Winter Holiday Mobilization period (December 2012 to January 2013), the Labor Day Holiday Mobilization period (August 2013 to September 2013) and throughout the rest of the year.

The Office of Traffic Safety is granting the City of Norco \$79,000 to fund 10 sobriety checkpoints. OTS reimburses 100% of the staff salary and benefit cost for these sobriety checkpoints. A local funding match is not required. Eight of these checkpoints are scheduled this fiscal year and will be paid for with \$56,000 in grant funds. The remaining two sobriety checkpoints are scheduled in FY2014 (July 2013 and August 2013) and will be paid for with \$14,000 in grant funds which staff will include in the FY2014 budget.

FINANCIAL IMPACT: Staff recommends that the City Council accept this grant, increase revenue \$65,000 (165-000-53275); increase appropriation and expenditure \$56,000 (165-772C-34115) and \$9,000(165-772C-30425) in FY 2013. The balance of \$14,000 in grant funds will be included in the FY2014 budget. Acceptance of this grant increases Sheriff's staff time by 1,200 hours at no cost to the City.

/r/f-81792

Attachments: Resolution No. 2012-___

RESOLUTION NO. 2012-____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NORCO, CALIFORNIA INCREASING REVENUE, APPROPRIATION AND EXPENDITURE IN THE AMOUNT OF \$65,000 IN THE CALIFORNIA OFFICE OF TRAFFIC SAFETY GRANT FUND

WHEREAS, the City of Norco desires to work with the California Office of Traffic Safety to improve traffic safety in Norco; and

WHEREAS, the City will receive a Sobriety Checkpoint Program grant of \$79,000 from the California Office of Traffic Safety for 10 sobriety checkpoints, \$65,000 for FY 2013 and \$14,000 for FY 2014.

NOW, THEREFORE, the City Council of the City of Norco does hereby increase revenue \$65,000 (165-000-53275); increase appropriation and expenditure \$56,000 (165-772C-34115) and \$9,000 (165-772C-30425) to fund sobriety checkpoints in Norco in FY 2013; and will include the balance of the grant (\$14,000) in the FY 2014 budget.

PASSED AND ADOPTED by the City Council of the City of Norco at a regular meeting held on December 19, 2012.

Mayor of the City of Norco, California

ATTEST:

Brenda K. Jacobs, City Clerk
City of Norco, California

I, Brenda K. Jacobs, City Clerk of the City of Norco, California, do hereby certify that the foregoing Resolution was adopted by the City Council of the City of Norco, California, at a regular meeting thereof held on September 19, 2012 by the following vote of the City Council:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Norco, California, on September 19, 2012.

Brenda K. Jacobs, City Clerk
City of Norco, California
/rlf-79858

CITY OF NORCO STAFF REPORT

TO: Honorable Mayor and Members of the City Council

FROM: Beth Groves, City Manager 

PREPARED BY: Alma Robles, Senior Planner 

DATE: September 19, 2012

SUBJECT: Zone Code Amendment 2012-04 (City of Norco): A City-Initiated proposal to amend the Norco Municipal Code, Chapter 18.37 "Signs" to revise and update the provision of signage in the City of Norco and to amend Chapter 18.02 "Definitions" to add definitions pertaining to signage.

RECOMMENDATION: Adopt for First Reading Ordinance No. ____, approving Zone Code Amendment 2012-04.

SUMMARY: Zone Code Amendment (ZCA) 2012-04 is a City-initiated proposal to amend the Norco Municipal Code, Chapter 18.37 "Signs" to revise and update the provision of signage in the City of Norco and to amend Chapter 18.02 "Definitions" to add definitions pertaining to signage. ZCA 2012-04 is a result of recommendations for revisions on the existing Chapter 18.37 (Sign Code) provided by the Ad Hoc Sign Code Working Group (the "Working Group"), which was then followed by Planning Commission review of the amendments necessary to address the recommendations of the Working Group.

BACKGROUND/ANALYSIS: On November 16, 2011, the City Council created the Working Group to review the current Sign Code, specifically as it relates to commercially-zoned properties, and make recommendations on changes that would benefit business owners while still protecting the health and safety of the public.

In summary, the recommendations of the Working Group pertaining to the specific language of the sign ordinance were to:

- Introducing a "Declaration of Need" into the Sign Code;
- Create a more user-friendly ordinance by shortening its length, reorganizing its content, using more lay language, and possibly even inserting some illustrations in the Code or in an associated policy manual;
- Provide for new technologies, such as electronic LED signs;
- Allow for more creative expression on signs in the spirit of public art;
- Consider applying different design standards in different zones/neighborhoods;

- Allow for two signs in lieu of a single massive sign with a multitude of business names on it, in order to reduce clutter and make it easier for passing motorists to identify local businesses;
- Rewrite the Code section on freeway signs to make it more flexible and understandable; and
- Provide reasonable regulations governing temporary signs in the public right-of-way.

The revised Sign Code (Chapter 18.37) is provided in the attached City Council Ordinance. A brief explanation, on how each one of the recommendations of the Working Group was addressed, is provided below (Note: Existing Chapter 18.37 has been included as a reference as Exhibit "A").

- A Declaration of Need has been incorporated into the revised Sign Code as Section 18.37.02;
- The Sign Code has been shortened, outdated sections have been taken out, and sign illustrations have been added. To assist with re-organizing the content, definitions have been taken out of Chapter 18.37 and are proposed to be inserted in Chapter 18.02 "Definitions" of the Code as specified in the attached resolution;
- The existing Sign Code makes provision for readerboard signs. The definition for readerboards has been modified to include LED signs (See definition "n" in the Chapter 18.02 "Definitions" in the attached ordinance). LED signs can now be allowed under the provision of allowance for readerboards throughout Section 18.37.12;
- Public art will be addressed under a separate chapter in the Norco Municipal Code especially since public art is not intended to be signage that identifies businesses. A code amendment pertaining specifically to public art will be brought before the City Council at a later date;
- Applying different design standards in different zones/neighborhoods is a function of design which can be addressed through Section 18.37.14 "Design Standards";
- The revised sign code now makes provision to allow more than one monument sign for properties with a frontage of 200 feet or more, subject to Planning Commission approval of a special sign permit. This provision is reflected in Section 18.37.12.B.3.c.;

- The provisions for freeway-oriented signs has been simplified in Section 18.37.12.C making provision for two types of freeway-oriented signs based on specific requirements; and
- Provisions for temporary signs in the public right-of-way have been addressed in the revised Sign Code to allow signs in the public right-of-way, from 7:00 a.m. Saturday to 7:00 p.m. Sunday, subject to location and size requirements and with the approval of a special event sign permit (Section 18.37.10.A.2). This also includes the provision to allow people holding signs on the sidewalk on Hamner Avenue only, with the approval of a special event or special event sign permit.

The provision to allow people holding signs on the sidewalk, only on Hamner Avenue, with the approval of a special event permit or special event sign permit was recommended for approval by the Planning Commission. If the Council agrees, staff is recommending that this provision be further clarified to indicate that only those commercial businesses/centers abutting Hamner Avenue be allowed to have people holding signs and that they stand in front of the business/center. This requirement has been incorporated in the revised Sign Code.

In addition to the above, other changes were done with the most prominent being:

- The provision of allowing monument signs to be taller on Sixth Street. Verbiage was included in the revised sign code to indicate that for monument signs on Sixth Street, up to a three (3)-foot increase in the allowed height may be considered to increase the visibility of the monument sign above horse trail fencing (Section 18.37.12.B.3.e.);
- The provision for monument signs to be allowed as close as one foot (instead of five feet) from the right-of-way to increase their visibility (Section 18.37.12 B.3.a. makes this provision);
- The requirement that all new free-standing signs that are close to the street include the street address;
- The requirement that landscaping not interfere with the ability of the traveling public to view the signs near the street (Section 18.37.14.C. makes this requirement);
- The requirement that permanent wall, monument and freeway-oriented signage be for business identification only (Section 18.37.12);
- The requirement that the responsible party, for signage that has to be removed by City staff, be charged for the cost incurred for the removal of that signage, as opposed to having a specific dollar amount indicated in the current Sign Code (Section 18.37.08.A.9.a and Section 18.37.16.A);

- The provision that monument signs be allowed an increase in height over six feet for architectural elements with approval by the Planning Commission (Section 18.37.12.B.3.f);
- The provisions to allow freestanding signs to be taller than five (5) feet and/or with a sign area larger than twenty (20) square feet for sites under 20 acre in the Open Space (O-S), Limited Development (L-D), Agricultural (A-E, A-1, and A-2), and Single Family Residential (R-1) Zones for property developed with non-residential uses, with the approval by the Planning Commission (Section 18.37.12 A.2.d) ;
- The requirement that pole signs only be allowed for centers with 15 acres or more with the approval of a conditional use permit (Section 18.37.12.B.4);
- The provision to allow fence signs (i.e. banners on fences on Sixth Street) and that they be exempt from requiring a permit, provided they do not exceed more than 10 percent of the fence area fronting a public street (Section 18.37.08.A.19.); and
- The elimination of freeway oriented signs being allowed in the C-4 zone since properties in the C-4 zone (all on Sixth Street) are not readily visible from the freeway or adjacent to the freeway. Note, this does not include the properties on all the corners of Sixth Street and Sierra Avenue since these properties are zoned C-G (Commercial General).

The Planning Commission reviewed the draft Sign Ordinance on May 29, 2012, June 13, 2012 and on August 8, 2012 (ref. Exhibit "B" Minutes dated May 29, 2012, June 13, 2012 and August 8, 2012). The Planning Commission has recommended approval of Zone Code Amendment 2012-04.

/adr-81713

Attachments:

Ordinance No. ___ for first reading

Exhibit "A" - Existing Chapter 18.37 "Signs"

Exhibit "B" Minutes dated May 9, 2012, June 13, 2012 and August 8, 2012

ORDINANCE NO. __

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NORCO APPROVING AN AMENDMENT TO TITLE 18 BY AMENDING CHAPTER 18.37 "SIGNS" TO REVISE AND UPDATE THE PROVISION OF SIGNAGE IN THE CITY OF NORCO AND TO AMEND CHAPTER 18.02 "DEFINITIONS" TO ADD DEFINITIONS PERTAINING TO SIGNAGE. ZONE CODE AMENDMENT 2012-04

WHEREAS, the CITY OF NORCO initiated Zone Code Amendment 2012-04, an amendment to Norco Municipal Code Title 18 (Zoning Code), amending Chapter 18.37 "Signs" to revise and update the provision of signage in the City of Norco and to amend Chapter 18.02 "Definitions" to add definitions pertaining to signage; and

WHEREAS, the Zone Code Amendment was duly submitted to said City's Planning Commission for decision at a public hearing for which proper notice was given; and

WHEREAS, the Zone Code Amendment was scheduled for public hearing at a special meeting on August 8, 2012 on or about 7 p.m. in the Council Chambers at 2820 Clark Avenue, Norco, California 92860; and

WHEREAS, at the time set, the Planning Commission held a public hearing and received both oral and written testimony pertaining to the Zone Code Amendment; and

WHEREAS, the Planning Commission adopted Resolution 2012-33 recommending to the City Council that Zone Code Amendment 2012-04 be approved; and

WHEREAS, said application has been duly submitted to said City Council for decision at a public hearing for which proper notice was given; and

WHEREAS, said application was scheduled for public hearing on September 19, 2012 at 7:00 P.M. within the Council Chambers at 2820 Clark Avenue, Norco, California, 92860; and

WHEREAS, at the said time and place, the City Council did hold said public hearing and did receive both oral and written testimony pertaining to said application; and

WHEREAS, the City of Norco acting as the Lead Agency has determined that the project will not have a significant effect on the environment.

NOW, THEREFORE, the City Council of the City of Norco does hereby ordain as follows:

SECTION 1: Norco Municipal Code Title 18 "Zoning" Chapter 18.37 "Signs" is hereby repealed in its entirety and replaced with the following:

Chapter 18.37
SIGNS

Sections:

- 18.37.02 Declaration of Need.
- 18.37.04 Intent and Purpose.
- 18.37.06 Administration.
- 18.37.08 General Provisions.
- 18.37.10 Sign Regulations for Temporary Signs.
- 18.37.12 Sign Regulations for Permanent Signs.
- 18.37.14 Design Standards.
- 18.37.16 Illegal and Nonconforming Signs.

18.37.02 Declaration of Need

A. The City recognizes the need for signs as a means to advertise and identify businesses within the community. The City finds that signage is an important design element of the physical environment. Provisions consistent with the goals and objectives of the community are necessary to ensure that the special character and image the community is striving for can be attained while serving business needs in the community.

B. The City is striving to provide an economically stable and visually attractive community through high quality site planning, building designs, landscaping and signage. As a planned architectural feature, a sign can be pleasing and can harmonize with the physical character of the environment. Proper controls can achieve this goal and will make the City a more attractive place to live, work and shop.

C. It is the purpose of this title to make the City attractive to residents and visitors, as well as to commercial, industrial and professional businesses while maintaining economic stability and promoting economic development through an attractive signage program.

18.37.04 Intent and Purpose

The regulation and control of the location, size, type, and number of signs permitted shall be governed by the provisions of this chapter. The purpose of this chapter shall be as follows:

- A. To direct persons to various activities and enterprises, in order to provide for the maximum public convenience;
- B. To provide a reasonable system of controls for signs, to ensure the development of a high quality environment;

- C. To encourage signs which are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship, and spacing;*
- D. To encourage a desirable urban character with a minimum of overhead clutter;*
- E. To enhance the economic value of the community and each area thereof through the regulation of such things as size, number, location, design and illumination of signs;*
- F. To encourage signs which are compatible with adjacent land uses;*
- G. To reduce possible traffic and safety hazards through good signing; and*
- H. To protect the general public health, safety and welfare of the community.*

18.37.06 Administration

It is the duty of the Planning Director to enforce all provisions of this chapter. The Planning Director has the authority to designate a representative of the department to implement the provisions of this chapter. Further, the Planning Director has the option of referring any sign request to the Planning Commission for their review and determination.

A. Interpretation of Division. Whenever the application of this chapter is uncertain, the question shall be referred to the Planning Commission for determination. The Planning Commission shall then authorize signage which best fulfills the intent of this chapter. If any section, subsection, sentence, clause, phrase or portion of this chapter is for any reason held invalid or unconstitutional by any court of proper jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holdings shall not affect the validity of the remaining portions hereof.

B. Appeal. A decision of the Planning Director may be appealed within ten (10) days of the decision to the Planning Commission. The appeal shall be made on the forms prescribed by the Planning Division. The submittal of the application, including the payment of application fees, shall constitute the filing of the appeal. The Planning Commission shall review the appeal at the next available regularly scheduled meeting. The Commission shall either uphold, reverse, or modify the Planning Director's decision. If anyone is aggrieved or affected by the Planning Commission's decision, they then may appeal the decision to the City Council within ten (10) days, in accordance with appeal provisions.

C. Sign Permit Required. A sign permit shall be required prior to the placing, raising, moving, or reconstructing of any sign in the City, unless expressly exempted by this chapter. Signs requiring a permit shall comply with the provisions of this chapter and all other applicable laws and ordinances.

D. Method of Application. An application for a permit shall be made on forms as prescribed by the Planning Director. Such an application shall be filed with the Planning Division. The application shall be accompanied by any fees as specified by City Council resolution.

E. Method of Review. The purpose of a permit is to help ensure compliance with the provisions of this chapter. After receipt of a sign application, the Planning Director or a designated representative shall render a decision to approve, approve with modifications, set the matter for Planning Commission review, or deny the sign request within ten (10) working days. Such a review shall ensure that any sign proposal is in conformance with this chapter and is consistent with its intent and purpose.

F. Special Sign Permits. Certain signs because of their potential increased for height, area, size or site location, may only be permitted by Planning Commission approval of a Special Sign Permit. The signs requiring a Special Sign Permit are noted in this chapter. The procedure for a Special Sign Permit is as follows:

1. Application: An application for a Special Sign Permit shall be made in accordance with established City procedures containing sufficient information to properly inform the Planning Commission on the requested sign and its impacts. A fee shall be established by City Council Resolution to provide a charge commensurating with processing costs.

2. Findings for Approval: Before a Special Sign Permit may be granted, the Planning Commission or City Council, upon appeal, shall make a finding from the evidence submitted, that all of the following conditions exist:

a. The required sign will not adversely affect the General Plan or the public convenience or general welfare of the community or persons residing or working in the neighborhood thereof;

b. The requested sign will not adversely affect land uses or property in the same proximity in which it is proposed to be located;

c. The location or configuration of the requested sign will not cause visual interference for the traveling public nor interfere with sighting of other signs or nearby buildings;

d. The sign dimensions including height and area are in proportion to the site and the viewing needs;

e. The requested sign is designed so business identification is easily determined;

f. The sign meets all sign standards as contained in Section 18.37.12; and

g. The sign is consistent with other signs on the site and/or the adopted sign program for the site.

18.37.08 General Provisions.

A. Signs Exempt from Requirement for Permits. The following signs shall be exempt from the application, permit, and fee requirements of this chapter. An electrical or building permit may, however, be required. The number and area of such signs shall not be counted toward the maximum allowable sign area for any use or property:

- 1. Directional signs for on-site direction provided they do not exceed an area of three (3) square feet each, or a height of three (3) feet if freestanding, or exceed a height of eight (8) feet if attached to a building.*
- 2. Legal signs indicating fire lanes, parking restriction and similar information may be placed where appropriate provided each sign does not exceed an area of two (2) square feet.*
- 3. Time and temperature signs in commercial and industrial zones provided the area of each sign does not exceed twelve (12) square feet.*
- 4. Memorial tablets, plaques, or directional signs for community historical resources, installed by a recognized historical society or civic organization provided they are reviewed by Planning Division staff or the Architectural Review Sub-Committee.*
- 5. Interior signs within a building or structure.*
- 6. Real estate signs for residential property sales not exceeding six (6) square feet in area or six (6) feet in height, provided they are removed within fifteen (15) days after the close of escrow or the rental or lease has been accomplished.*
- 7. Unlit real estate signs for commercial and industrial property sale, lease or rent not exceeding thirty-two (32) square feet in area or eight (8) feet in height, and not located closer than five (5) feet from any property line. Larger signs may be permitted by the Planning Commission upon approval of a Special Sign Permit.*
- 8. Construction signs are permitted on the construction site for all contractors (may include bank, realtor, subcontractors, etc.) provided the total area of all construction signs not exceed an area of thirty-two (32) square feet unless legally required by government contractors to be larger. Placement for government contract signs exceeding the thirty-two (32)-square foot maximum shall be reviewed by the Planning Commission for proper location. With the exception of the above, no sign shall exceed eight (8) feet in overall height and shall be located no less than five (5) feet from any property line. Such signs shall be removed upon the completion of the project. Construction signs shall not interfere with other signs on the property.*

9. *Political signs pertaining to a specific election are permitted on private property subject to the same restrictions as to size and illumination as commercial signs permitted in the applicable zone. Said signs are specifically permitted in residential zones but may not exceed 32 square feet or be illuminated. Political signs shall be removed within ten (10) days following the election to which they pertain.*

a. If the Planning Director finds that any political sign has been posted or is being maintained in violation of the provisions of this Section, the Director shall issue to the actual responsible party or the candidate's designated agent a demand for the removal of such sign or correction of the violation within 48 hours. Said notice shall include a brief statement of the reasons requiring removal or correction. If the person so notified fails to correct the violation or remove the sign within said period, the Director shall cause said sign to be removed by City forces and the cost incurred will be charged to the actual responsible party.

b. Any political sign that remains posted for more than ten (10) days after the election to which it pertains or which is not removed pursuant to the notice shall be deemed abandoned. The Director may cause the summary removal by City staff of such abandoned signs and any signs which constitute an immediate peril to persons or property without further notice and charge the costs as provided for in this subsection. Persons wishing to appeal fees imposed in this Section shall follow the appeal provisions contained in Section 18.37.06(B).

10. *Home occupation and agricultural sales signs are limited to one sign indicating the home occupation or for the sale of livestock or produce raised on the premises providing that the sign does not exceed 16 square feet in area. Signs are allowed in A-1, R-1 and A-E, zones and within residential districts in a specific plan only.*

11. *Flags: limited to one official flag each of the United States of America, the State of California, and other states of the United States, Counties, Municipalities, and official flags for nations, and flags of internationally and nationally recognized organizations. A maximum of three (3) such flags may be flown at any one time, unless permitted by the Planning Division by a Special Sign Permit (or Special Event if temporary). Flag limitations in this section do not restrict or prohibit flags otherwise allowed under other sections of the Municipal Code.*

12. *Service station price signs not exceeding the minimum State requirements of Division 5, Chapter 14, Article 12 of the California Business and Professional Code are permitted in addition to signs permitted by the zone district. Larger-than-minimum state price requirement for signs shall be regulated by the zone district provisions.*

13. *Business information signs not to exceed an area of six (6) square feet that provide information on hours of operation, open, closed, etc.*
14. *Such emergency, temporary or non-advertising signs as are authorized by the City Council.*
15. *Signs of public utility companies and private contractors indicating danger or which serve as an aid to public safety, or which show the location of underground facilities.*
16. *House numbers, nameplates, "No Trespassing," "No Parking," and other warning signs provided the sign does not exceed two (2) square feet and located entirely on-site.*
17. *Bus shelter advertising, in accordance with provisions established by Riverside Transportation Agency, only within commercial/industrial zones.*
18. *Off-site new homes directional/subdivision signs constructed and maintained as part of the New Homes Directional Signs Program sponsored by the Building Industry Association of Riverside County (BIA/RC), only upon City Council approval of the program and location of signs as well as the approval of the Public Works Department for the location of sign.*
19. *Temporary fence signs that do not exceed ten (10)% of the fence area fronting on a public street.*

B. Prohibited Signs. All signs not expressly permitted are prohibited, including but not limited to the following:

1. *Fin signs: A sign placed on an architectural feature that extends from a building wall or a sign structure which is supported partly by a pole or poles placed in the ground and partly by a building, structure or fence.*
2. *Fence signs: A sign that is attached, painted, or otherwise affixed to a fence or any other wall or self-supporting structure other than a building (except such signs are permitted as attached signs in Agricultural zones), unless otherwise allowed in this chapter.*
3. *Banners, pennants, balloons, etc., unless temporarily approved under a Special Event Permit or Special Event Sign Permit in and compliance with this chapter.*
4. *Inflatable devices or signs, and other tethered objects used for the purpose of drawing attention to the site, a product, or service, unless temporarily approved under*

a Special Event Permit or Special Event Sign Permit and in compliance with this chapter.

5. Light bulb strings, festoons, and exposed tubing (except for temporary uses such as Christmas Tree Sales lots).

6. Temporary or portable signs, unless temporarily approved under a Special Event Permit in compliance with this chapter.

7. Signs that are animated, revolve, flash, or move in any manner (except signs that flash time and temperature or unless specifically permitted in this chapter).

8. Signs placed on or extending over the public right-of-way (except signs authorized by law or by governmental authority or unless specifically permitted in this chapter).

9. Signs that constitute a hazard to the safe and free flow of traffic by obstructing or restricting the vision of drivers of motor vehicles, pedestrians and equestrians.

10. Billboards.

11. Signs Relating to Inoperative Activities. Sign copy shall be removed or obliterated within sixty days after the premises have been vacated.

12. A-Frame signs. Unless temporarily approved under a Special Event Permit or Special Event Sign Permit and in compliance with this chapter.

13. Any type of sign, directional placard, or banner used for commercial purposes held by an individual where it jeopardizes the public health, safety and welfare, and at a minimum, in or adjacent to the public right-of-way within a Pedestrian-Equestrian trail to attract attention or to provide direction.

C. Maintenance of Signs: Every sign and all parts, portions, and materials shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, malfunctioning lights, missing sign copy or other unmaintained or damaged portion of a sign will be repaired or replaced within thirty days following notification by the City. Noncompliance with such a request will constitute a zoning violation and will be enforced as such.

D. Signs in Public Right-of-Way. Signs in public right-of-way are regulated per Section 12.08.100 of the Norco Municipal Code and Section 18.37.10 A (2) of this chapter.

18.37.10 Sign Regulations for Temporary Signs

Special Event Sign Permit applications and other applicable permits are required for signs included under this section, provided the signs are in compliance with all other applicable laws and ordinances.

A. Special Event Signs. Special event signs may be approved for a limited period of time as a means of drawing attention to special events (i.e., grand openings, carnivals, charitable events, seasonal sales, special promotions, etc.). To apply for approval, a Special Event Sign Permit application shall be submitted. However, special event signs associated with national holidays or recognized City events are exempt from City review.

1. Special event signs shall include banners, flags, pennants, balloons (except metallic balloons), inflatable devices or signs, and other tethered objects. Special event signs which flap are not allowed within 20 feet of a designated horse trail. Special event signs shall be limited to no more than four 15-day periods per year. Said periods may run consecutively; however, unused days from one period shall not be added to another period. The display of inflatable devices or signs and other tethered objects shall be permitted only within commercial zones abutting Hamner Avenue.

2. Temporary special event signs in the public right-of-way, except as authorized by a recognized government agency in accordance to Section 12.08.100 of the Norco Municipal Code, shall be permitted with the approval of Special Event Sign Permit from the Planning Division and an Encroachment permit from the Engineering Division and subject to the following regulation:

a. Location: Signs may be located within a landscaped parkway portion of the public right-of-way, but not within the median of any street or highway, shall not overhang any street, curb, sidewalk, trail or driveway, and shall not be affixed to any traffic control devices, government signs, light standards, utility poles, horse trail fence, bus shelters or other structures, posts, fences, shrubs or trees but shall be freestanding, and, shall not be located in any area that the Planning and Engineering Divisions determine would constitute a pedestrian or vehicular traffic safety hazard.

b. Size and height. Signs shall not exceed six (6) square feet in area, and shall not exceed three (3) feet in height (as measured from grade).

c. Identification. Unless otherwise clearly discernable on the sign itself, the owner of the sign shall affix his/her/its name, address and telephone number to the sign prior to installation of the sign.

d. Installation. The installation of any temporary sign shall not cause damage to the public right-of-way, including damage to landscaping and/or associated

irrigation systems. The owner of a sign placed within the public right-of-way expressly understands that by placing a sign within the public right-of-way, the owner agrees to defend, indemnify and hold harmless from any and all claims, demands, cause of action, costs, expenses, liability, loss, damage or injury in any manner arising out of or incident to the placement of the sign in the public right-of-way. Underground Service Alert (USA) shall be notified for any excavations required to place sign.

e. Time period approved. Temporary signs may be permitted in the public right-of-way from 7:00 a.m. Saturday to 7:00 p.m. Sunday.

f. Removal procedures. The applicant/installer of these temporary signs is responsible for removal of signs by the expiration date of the special event sign permit. Should these signs be left in the right-of-way after the expiration of the permit, removal shall occur in accordance to Section 18.37.16 A, and the applicant/installer of these temporary signs shall be responsible for all City costs associated with removal of the signs. The City is not responsible for any damage to the signs.

g. Hazardous signs. If the Public Works/Engineering Director determines that a sign posted within the public right-of-way would constitute a pedestrian, equestrian or vehicular traffic safety hazard due to its location, construction or other circumstances, the City shall immediately and without notice to the owner, remove the sign. If the owner of the sign can be identified, the City shall provide notice to the owner by telephone or mail that the sign has been removed and the reasons thereto. The City shall store the sign for no less than 72 hours after removal and if the owner of the sign has not retrieved the sign within said time period, the City may dispose of the sign. The City is not responsible for any damage to the signs.

h. No temporary signs shall be allowed in the horse trail.

i. Individuals holding signs. For commercial businesses/centers abutting Hamner Avenue, individuals holding signs (i.e. sign twirlers) may be allowed to stand in the sidewalk (public right-of-way) in front of that business/center, for the duration of the time frame specified and approved under a special event or special event sign permit.

18.37.12 Sign Regulations for Permanent Signs

Sign applications and building permits are required for signs included under this section, provided the signs are in compliance with all other applicable laws and ordinances.

A. Signs permitted in the Open Space (O-S), Limited Development (L-D), Agricultural (A-E, A-1, and A-2), and Single Family Residential (R-1) Zones for property developed with non-residential uses:

1. Wall. One wall sign, which must be below the roof line and oriented towards the street, shall be allowed per street frontage. Maximum sign area is twenty (20) square feet.

a. If site is twenty (20) acres or more, sign may be increased one square foot for each additional acre to a maximum of eighty (80) square feet.

b. Wall signs are limited to business identification only.

2. Monument Sign. One freestanding monument sign shall be allowed, with a maximum sign area of twenty (20) square feet and maximum height of five (5) feet from street or natural grade of the property.

a. If site is twenty (20) acres or more, sign may increase one (1) square foot for each additional acre to maximum of eighty (80) square feet.

b. Sign shall be located at least five (5) feet from street right-of-way and five (5) feet from interior property line or driveway.

c. All monument signs shall contain a site address and shall adhere to the Design Standards in Section 18.37.12 of this chapter.

d. For sites under twenty (20) acres, a freestanding sign taller than five (5) feet and/or with a sign area larger than twenty (20) square feet may be approved by the Planning Commission.

e. Monument signs are limited to business identification only.

3. Readerboard. One wall or freestanding non-electronic readerboard shall be allowed, with a maximum sign area of 20 square feet and must be installed below the roofline on a wall or within the five-foot height limitation for a freestanding sign. Readerboard sign area must be incorporated into the allowed sign area and design of a wall or freestanding sign. Larger and/or electronic readerboards may be permitted by the Planning Commission with the approval of a Special Sign Permit.

B. Signs permitted in the Commercial Office (C-O), Commercial General (C-G), Commercial (C-4), Heavy Commercial/Light Manufacturing Zones (M-1) and any other commercially zoned property within a specific plan area:

1. Wall Sign (See Exhibit 18.37.10-1). One wall sign, which must be below the roof line, shall be allowed for each building face. Maximum sign area is two (2) square

feet for each lineal foot of each building face for ground level story; 50 percent of this amount for each floor (except mezzanines) above ground floor.

Exhibit 18.37.10-1: Wall Sign

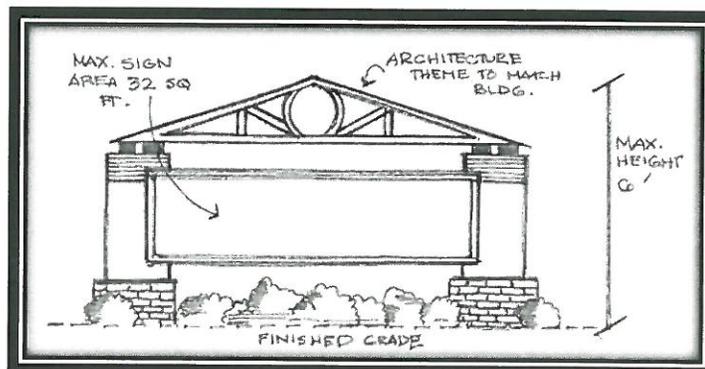


- a. Roof signs are allowed if integrated into the architectural style and structure of the building and do not appear to be added on; all roof signs shall be approved by Planning Commission.
- b. Signs painted directly on a building are allowed if said signs are professionally done and reflect the theme of the structure.
- c. Design standards in Section 18.37.14 of this chapter shall be adhered to.
- d. Wall signs are limited to business identification only.

2. **Suspended Sign.** One suspended sign shall be allowed per tenant entrance. Maximum sign area is six (6) square feet, sign shall not exceed six (6) feet in length, and an eight (8)-foot minimum clearance shall be provided between sign and ground. Suspended signs shall be limited to business identification only.

3. **Monument Sign (See Exhibit 18.37.10-2).** One freestanding monument shall be allowed per street frontage, with a maximum sign area of thirty-two (32) square feet and maximum height of six (6) feet from street or natural grade of the property and subject to the following:

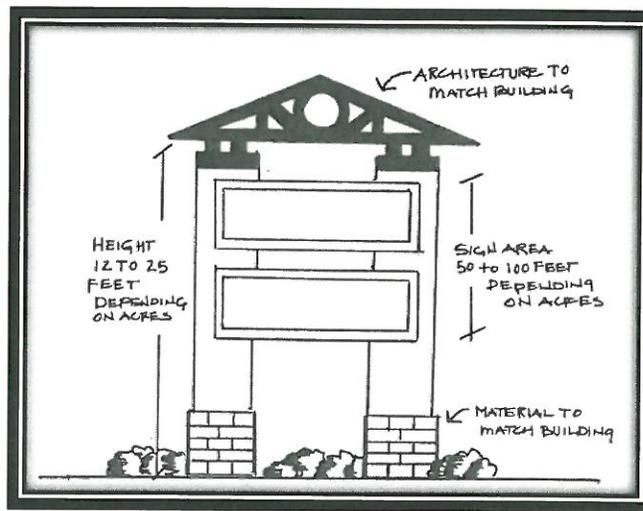
Exhibit 18.37.10-2: Monument Sign



- a. A monument shall be located at least one (1) -foot from frontage property line, five (5) feet from interior property line or a driveway, and not placed within the ultimate planned street right-of-way.
- b. Letter height for a monument shall be a minimum of eight (8) inches for readability.
- c. For property with frontages of 200 feet or more, more than one monument sign may be permitted by the Planning Commission with the approval of a special sign permit, with the submittal of a sign program for the entire property.
- d. All monument signs shall contain a site address and shall adhere to the Design Standards in Section 18.37 12 of this chapter.
- e. For monument signs on Sixth Street, or on other commercial lots that front onto horse trails, up to a three (3)-foot increase in the allowed height may be considered to increase the visibility of the monument sign above horse trail fencing.
- f. Monument signs may be allowed a height of over six (6) feet to accommodate architectural elements with approval by the Planning Commission,
- g. Monument signs are limited to business identification only.

4. Pole Sign (See Exhibit 18.37.10-2). For a center greater than fifteen (15) acres, one (1) freestanding pole sign, which shall include signs supported on two poles, shall be allowed per street frontage instead of a monument sign, with the approval of a conditional use permit and subject to the following:

Exhibit 18.37.10-3: Pole Sign



a. The pole sign shall be allowed a maximum sign area of one hundred fifty (150) square feet and a maximum height of twenty five (25) feet from street or natural grade of the property.

b. Sign support shall not be located within five (5) feet of an interior property line or driveway and shall not be placed within or extend into the ultimate planned street right-of-way.

c. Pole signs shall contain a site address and shall adhere to the Design Standards in Section 18.37 12 of this chapter.

d. Pole signs are limited to business identification only.

5. Readerboard. One wall or freestanding readerboard (non-electronic or electronic) shall be allowed, with a maximum sign area of twenty (20) square feet and must be installed below the roofline on a wall and within the height limitation of a freestanding sign. Readerboard sign area must be incorporated into the allowed sign area and design of a wall or freestanding sign. Larger readerboards may be permitted by the Planning Commission with the approval of Special Sign Permit.

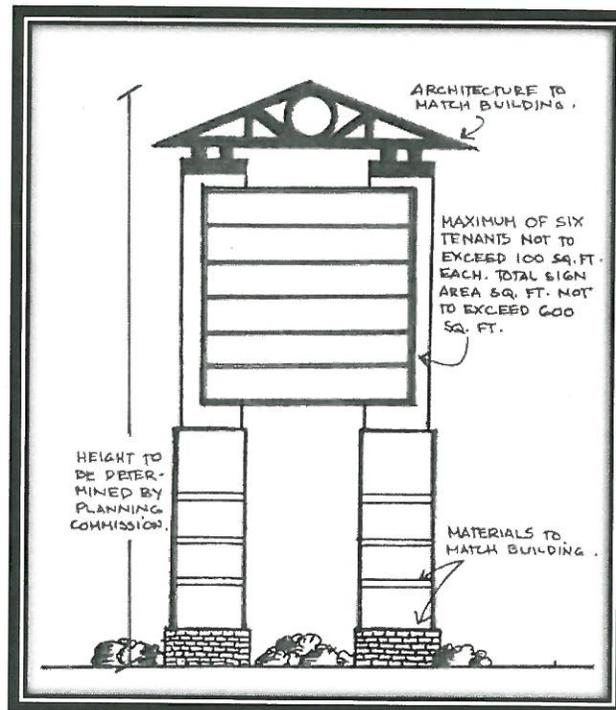
C. Freeway-Oriented Signs for the Open Space (OS), Commercial Office (C-O), Commercial General (C-G), and any other commercially zoned property within a specific plan area not otherwise covered by a sign program.

1. In addition to other signs permitted in the zone district and on properties not already regulated through a sign program, an on-site freestanding, freeway-oriented sign designed to be viewed primarily from the freeway may be permitted by the

planning commission with the approval of a Special Sign Permit, and subject to the following criteria:

- a. In the OS zone, freeway-oriented signs shall only be permitted on parcels that are a minimum of 30 acres in size and that are located within 250 feet of the freeway right-of-way, as ancillary uses to an otherwise already permitted primary use of the property.
- b. In the OS zone, sign area shall be determined by the planning commission based on the area needed for reasonable viewing by the traveling public on the freeway.
- c. For commercial centers more than five (5) acres in the C-O, C-G, and any other commercially zoned property within a specific plan area, and not otherwise regulated by a sign program, the sign area of said sign shall not exceed six hundred (600) square feet. The sign shall be designed to accommodate no more than six tenant signs with a minimum of one hundred (100) square feet each (see Exhibit 18.37.10-4). A larger sign may be approved upon approval of a conditional use permit.

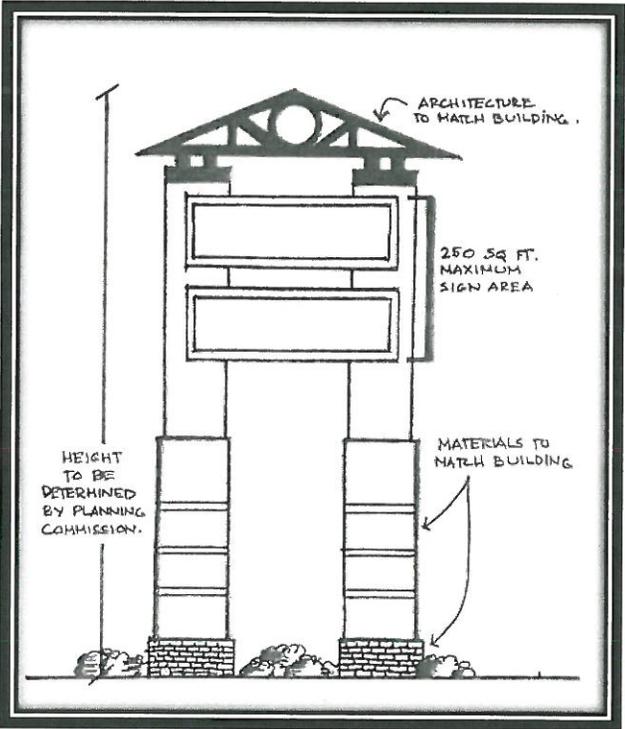
**Exhibit 18.37.10-4:
Freeway Oriented Sign**



d. For commercial centers less than five (5) acres or for a single business in the C-O, C-G, and any other commercially zoned property within a specific plan area, a freeway oriented sign may be permitted with a maximum sign area of 250 square feet provided the center or business is within 660 feet of the freeway right-of-way and is within 1/2 mile of a freeway off-ramp (see Exhibit 18.37.10-5), and is not otherwise regulated by a sign program.

e. Sign height shall be 20 to 35 feet from freeway or natural grade, with the final height determined by the planning commission based on the height needed for reasonable viewing by the traveling public on the freeway.

**Exhibit 18.37.10-5:
Freeway Oriented Sign**



f. Design of the sign shall be approved by the planning commission and shall incorporate features that identify the center or facility and the city and reflect the equestrian nature of the city, or shall minimally include the Norco Horsetown USA logo as an alternative.

g. Freeway signs shall be designed so that the mass of sign area is parallel, as opposed to perpendicular, to the supporting pole(s) unless the sign is square or near square in shape. The sign's structure shall incorporate design features of any related primary buildings and/or design elements that reflect a project theme (western, equestrian, etc.).

h. Freeway-Oriented Signs shall be limited to business identification only.

18.37.14 Design Standards.

A. Architectural Style: Each sign shall be designed to be architecturally compatible with the main building or buildings upon the site, and to the extent possible, consistent with improvements upon lots adjacent to the site and shall incorporate elements that reflect a western or equestrian theme.

B. Relationship to Other Signs: Where there is more than one sign located upon a lot, all such signs shall have designs which are well related to each other by similar treatment of the following components:

- 1. Channel letters or other configuration of sign area;*
- 2. Supports, uprights or structure on which sign is supported;*
- 3. Shape of entire sign;*
- 4. Letter style of sign copy; and*
- 5. Illumination.*

C. Landscaping. Freestanding signs shall be located in a planted landscaped area which is of a size equal to at least twice the sign area to provide a compatible setting and ground definition to the sign. Landscaping immediately adjacent to a freestanding sign shall be maintained so that it does not obstruct the visibility of the sign and the ability of the traveling public to view the sign.

D. Sign Copy: Sign copy shall be uncluttered and readable to the persons the sign is primarily directed to.

E. Illumination. All signs shall be internally illuminated. Non-illuminated signs shall be allowed illumination via concealed or decorative fixtures that shine directly onto the sign.

18.37.16 Illegal and Non-conforming Signs.

A. Illegal Signs. The City shall identify and contact the firm or person responsible for placement of illegal signs, informing them that removal of illegal signs must take place

within twenty-four (24) hours to avoid billing by the City for the removal of the illegal signs. The City shall bill the firm or person responsible for the illegal sign/s for the cost incurred to remove each sign if illegal signs are not removed within twenty-four (24) hours of notification.

B. Legally Non-conforming Signs. Signs that were lawful before this ordinance was passed or amended but which would be prohibited, or restricted under the terms of this ordinance or future amendments are declared legally non-conforming signs. They shall be treated in the following manner:

- 1. Shall not be changed to another non-conforming sign, except messages may be changed.*
- 2. Shall not be structurally altered to extend its useful life, except that necessary maintenance may be performed to keep the sign in proper working condition.*
- 3. Shall not be expanded.*
- 4. Shall be removed after the site upon which the sign is located has been vacant for 120 days, unless considered a nuisance per the provisions of the City Nuisance Abatement Regulations contained in Chapter 6.22 of the Norco Municipal Code.*
- 5. Shall be removed upon damage or destruction resulting in a devaluation of more than 50 percent of its replacement value as determined by the Building Official.*

C. Abatement of Legally Non-conforming Signs: If the City Council determines by resolution that legally non-conforming signs are a public nuisance and it is in the best interest of the public health, safety, and general welfare to abate such signs, the City abatement procedures shall be as follows:

- 1. Notification. Notification for the abatement of signs shall be by registered or certified mail to the property owners and/or the proprietors who own such signs. The last known address of such owners (taken from the latest equalized tax assessment roll) shall be used. For the proprietors or owners of such signs, mailing or delivery to subject property shall be utilized. The notification shall cite the appropriate section of the ordinance under which abatement is required, and include the time, date, and location of a public hearing to be conducted for the purpose of considering abatement. Such notification shall be mailed not less than ten (10) days prior to the date of such public hearing.*
- 2. Hearing. A public hearing before the Planning Commission shall be conducted as noticed and may be continued if necessary.*
- 3. Resolution. The Planning Commission shall adopt a resolution stating its findings with respect to the abatement of signs on the subject properties and setting the dates for abatement.*

4. *Appeal.* The decision of the Planning Commission shall be final unless within ten (10) days from the adoption of the Planning Commission resolution an appeal in writing is received by the City Clerk. The form, fee, and process for such appeal, shall be as required in Chapter 18.43 of this Code.

D. Schedule of Abatement.

1. *Off premises signs are to be removed within the following abatement schedule at the time of notification of abatement:*

VALUE OF SIGN	ABATEMENT PERIOD
0--\$3,999	3 Years
\$4,000--\$6,999	4 Years
\$7,000--Or More	5 Years

2. *All other nonconforming signs are to be removed, relocated, replaced, or otherwise made to conform to the provisions hereof within the following abatement schedule:*

VALUE OF SIGN	ABATEMENT PERIOD
0--\$6,999	4 Years
\$7,000--\$12,999	6 Years
\$13,000--Or More	10 Years

E. Value of Sign. The value of the signs shall be determined by the Building Official. However, the Planning Commission or City Council on appeal may adjust the values if sufficient evidence is submitted indicating a different value.

SECTION 2: Norco Municipal Code Title 18 "Zoning, Chapter 18.02 "Definitions", Section 18:02:04 (70) (a) thru (aa) is repealed in its entirety and replaced with the following:

(70) Signs.

- (a) Banners, pendants, balloons. Any cloth, bunting, plastic, paper, or similar material used for temporary advertising purposes, with or without copy, attached or pinned onto or from any structure, or temporarily installed on the ground.*
- (b) Billboard. An outdoor advertising sign, other than a directional sign, which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than upon the premises where the sign is located. Said definition shall not include a subdivision signs.*
- (c) Building Face. The front, rear or side of a building elevation in which a business is located. In the case of a multi-tenant building, the building face means the length of the frontage, side or rear portion of a building that comprises a tenant suite/unit.*
- (d) Commercial Center. A commercially zoned property developed with at least one multi-tenant commercial building.*
- (e) Construction Sign. A temporary, on-premises sign which states the names of those individuals, businesses or organizations connected with the construction of a project such as architects, engineers, contractors, developers, owners, or financial institutions, the name of the project, major future tenants, general leasing information and emergency telephone numbers.*
- (f) Directional Sign. A means a sign which contains words such as "entrance," "enter", "exit," "in," "out" or other similar words or a sign containing arrows or characters indicating traffic directions and used either in conjunction with such words or separately. Directional signs shall not contain any advertising or trade name information.*
- (g) Freestanding Sign. A sign not attached to a building structure which is supported wholly by a pole, one or more poles, uprights, or braces, in or upon the ground. Monument and pole signs are freestanding signs.*
- (h) Inflatable sign. A sign in the form of characters, animals, shapes or balloons over thirty-six (36) inches in diameter made of vinyl, fabric, cloth or other lightweight materials held up by means of helium or other form of hot or cold air or gas, attached to any structure or building on the ground with the purpose of gaining attention for temporary advertising purposes.*

- (i) *Monument Sign.* A low profile freestanding sign less than eight (8) feet in height, incorporating the design and building materials accenting the architectural theme of the buildings on the same property.
- (j) *Off-Site Sign.* A sign which advertises or directs attention to businesses, services goods, person or events that are not provided on the site upon which the signs are located. This definition includes billboards.
- (k) *Painted Sign.* A sign painted directly on the exterior of a building.
- (l) *Pole Sign.* A freestanding sign other than a monument sign that exceeds eight (8) feet in height and that is supported either one pole or two poles.
- (m) *Readerboard Sign.* A sign or portion of a sign with non- electronic changeable copy or with electronic changeable copy sign that includes LED (Light Emitting Diodes) signs, scrolling signs, and video displays.
- (n) *Real Estate Sign.* A temporary sign advertising the sale, or lease, or rental of only the particular building, property, or premises upon which such sign is displayed.
- (o) *Roof Sign:* A sign supported wholly or partially by any portion of a roof or attached to a building wall, parapet wall, or canopy, and extending above the roof line or a sign placed upon or over a roof or parapet wall of a building.
- (p) *Sign.* A device, fixture, surface or structure of any kind or character, made of any material whatsoever, displaying letters, words, texts, illustrations, symbols, forms, patterns, colors, textures, shadows or lights, or any other illustrative or graphic display designated, constructed or placed on the ground, on a building canopy, wall, post or structure of any kind, in a window, or on any other object for the purpose of advertising, identifying or calling visual attention to any place, structure, firm, enterprise, profession, business, service, product, commodity, person or activity, whether located on the site, in any structure on the site, or in any other location. The term "placed" includes constructed, erected, posted, painted, printed, tacked, nailed, glued, stuck, sculpted, carved, or otherwise fastened affixed, or made visible in any manner whatsoever.
- (q) *Sign Area.* The area of a sign computed by multiplying the maximum height by the length of all letters and logo combined. For freestanding signs, the area of the sign shall be defined and computed as including the entire area within a single contiguous rectilinear perimeter enclosing the extreme limits all writing, logos or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop of structure against which it is placed.

- (r) *Suspended Sign.* A sign suspended from the underside of a canopy, awning, arcade, or other roofed open structure and oriented to pedestrian traffic.
- (s) *Temporary or Portable Sign.* A sign intended to be displayed for a limited period of time and is not permanently fixed in location.
- (t) *Time and Temperature Sign.* Any mechanism that displays the time and/or temperature, but does not display any advertising or establishment identification.
- (u) *Wall Sign.* A sign attached to or installed against the wall of a building with the exposed face of the sign in a plane parallel to the plane of said wall. A message constructed into or as a part of the wall is considered a wall sign.

SECTION 3: EFFECTIVE DATE: This Ordinance shall become effective 30 days after final passage thereof.

SECTION 4: SEVERABILITY: If any section, subsection, sentence, clause, or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of the Ordinance. The City Council hereby declares that it would have passed this Ordinance, and each section, subsection, sentence, clause, subsections, sentences, clauses, or phrases hereof irrespective of the fact that any one or more of the sections, subsections, sentences, clauses, or phrases hereof be declared invalid or unconstitutional.

SECTION 5: POSTING: The Mayor shall sign this Ordinance and the City Clerk shall attest hereto and shall cause the same within 15 days of its passage to be posted at no less than five public places within the City of Norco.

Ordinance No. ____
Page 23
September 19, 2012

PASSED AND ADOPTED by the City Council of the City of Norco at a regular meeting held on October 3, 2012.

Mayor of the City of Norco, California

ATTEST:

Brenda K. Jacobs, CMC, City Clerk
City of Norco, California

I, BRENDA K. JACOBS, City Clerk of the City of Norco, California, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Norco, California, duly held on September 19, 2012, and thereafter at a regular meeting of said City Council duly held on October 3, 2012, it was duly passed and adopted by the following vote of the City Council.

AYES:
NOES:
ABSENT:
ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Norco, California, on October 3, 2012.

Brenda K. Jacobs, CMC, City Clerk
City of Norco, California

/adr-81797

Chapter 18.37 SIGNS

Sections:

- 18.37.02 Intent and Purpose.
- 18.37.04 Definitions.
- 18.37.06 Administration.
- 18.37.08 General Provisions.
- 18.37.10 Sign Regulations.
- 18.37.12 Design Standards.
- 18.37.14 Nonconforming Signs.

18.37.02 Intent and Purpose.

The regulation and control of the location, size, type, and number of signs permitted shall be governed by the provisions of this chapter. The purpose of this chapter shall be as follows:

- (1) To direct persons to various activities and enterprises, in order to provide for the maximum public convenience;
- (2) To provide a reasonable system of controls for signs, to insure the development of a high quality environment;
- (3) To encourage signs which are well designed and pleasing in appearance and to provide incentive and latitude for variety, good design relationship, and spacing;
- (4) To encourage a desirable urban character which has a minimum of overhead clutter;
- (5) To enhance the economic value of the community and each area thereof through the regulation of such things as size, number, location, design and illumination of signs;
- (6) To encourage signs which are compatible with adjacent land uses;
- (7) To reduce possible traffic and safety hazards through good signing; and
- (8) To protect the general public health, safety and welfare of the community. (Ord. 651, 1992; Ord. 491, 1983)

18.37.04 Definitions.

- (2) Attached Sign.
- (4) Balloon.
- (6) Billboard.
- (8) Business District.
- (10) Construction Sign.
- (12) Directional Sign.
- (14) Entertainment Reader.

EXHIBIT "A"

- (16) Flag.
 - (18) Freestanding Sign.
 - (20) Industrial Park Sign.
 - (22) Monument Sign.
 - (24) Non-Commercial Sign.
 - (26) Off-Premises Advertising Sign.
 - (28) Painted Sign.
 - (30) Pole Sign.
 - (32) Political Sign. (Deleted by Ord. 660, 1992)
 - (34) Real Estate Sign.
 - (36) Readerboard Sign.
 - (38) Regional Center Sign.
 - (40) Roof Sign.
 - (41) Sign.
 - (42) Sign Structure.
 - (44) Subdivision Sign.
 - (46) Suspended Sign.
 - (48) Temporary Sign.
 - (50) Time and Temperature Sign.
 - (52) Vehicle Sign.
 - (54) Wall Sign.
 - (56) Window Sign.
- (2) Attached Sign. Signs that are attached or fastened to a wall, parapet, canopy, or roof, except projecting signs and signs extending above the roof line.
- (4) Balloon. A nonporous bag of tough light material filled with heated air or a gas lighter than air so as to rise and float.
- (6) Billboard. An outdoor advertising sign, other than a directional sign, which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than upon the premises where the sign is located, or to which it is affixed. Said definition shall not include subdivision signs or non-commercial. (Ord. 660, 1992)
- (8) Business District. A sign which identifies a specific business area, region, or section with a distinguishing character. (Ord. 651, 1992; Ord. 597, 1989)

- (10) Construction Sign. A temporary sign located on a property where construction is taking place providing information on the proposed building, contractors, architect, or lender.
- (12) Directional Sign. A sign which is designed to serve as a public convenience in directing persons to a place of importance or interest.
- (14) Entertainment Reader. A sign which is to be viewed primarily from traveling vehicles and with changeable message copy that indicates on-site events such as entertainment, sporting, conferences, and other similar events.
- (16) Flag. A piece of fabric of distinctive design that is used as a symbol or as a signaling device (i.e., official flag)
- (18) Freestanding Sign. A structure supported wholly by a pole, uprights, or braces, in or upon the ground. Monument and pole signs are freestanding signs.
- (20) Industrial Park Sign. A sign that is limited to the identification of an industrial park.
- (22) Monument Sign. A low profile freestanding sign that is placed on a maximum two-foot high solid foundation that extends at least half the length and width of the sign. The above-ground portion of the foundation is considered part of the total allowable height of a monument sign.
- (24) Non-Commercial Sign. A sign that displays a message other than the drawing of attention to the site, a product, or a service.
- (26) Off-Premises Advertising Sign. A sign that at any time carries any advertisement, identification, or direction not appurtenant to a lawful use of the premises on which such sign is located. This definition includes billboards.
- (28) Painted Sign. A sign painted directly on a building but does not include a message painted onto a sign structure permitted by this code.
- (30) Pole Sign. A freestanding sign other than a monument sign. For the purpose of this Ordinance, the distance between the ground and the bottom of the message panel of the sign shall be at least 5 feet and shall be free of any portion of the sign except for support poles, uprights, or braces.
- (32) Political Sign. (Deleted by Ordinance 660, 1992) (Ord. 651, 1992; Ord. 597, 1989)
- (34) Real Estate Sign. A temporary sign advertising the sale, or lease, or rental of only the particular building, property, or premises upon which such sign is displayed.
- (36) Readerboard Sign. A changeable copy to be viewed primarily by on-site pedestrians and to provide on-site direction or information, names and location of tenants, or on-site coming events.
- (38) Regional Center Sign. A freestanding sign that is limited to the identification of a regional center.
- (40) Roof Sign: A sign supported wholly or partially by any portion of a roof; or attached to a building wall, parapet wall, or canopy, and extending above the roof line.
- (41) Sign. A medium that is used or intended to be used to attract attention to the property or a product or service for advertising purpose. "Sign" does not include:

- (a) Official notices issued by any court or public body or officer;
 - (b) Notices posted by any public officer in performance of a public duty or by any person in giving any legal notice;
 - (c) Directional, warning or information signs or structures required by or authorized by law or by governmental authority.
- (42) Sign Structure. Any structure which supports, or is capable of supporting, any sign as defined in this code. A sign structure may be freestanding or may be an integral part of a building.
- (44) Subdivision Sign. A sign specifically constructed for the temporary on- or off-site advertising of the sale of subdivided lots or condominiums.
- (46) Suspended Sign. A sign suspended from the underside of a canopy, awning, arcade, or other roofed open structure and oriented to pedestrian traffic.
- (48) Temporary Sign. A sign intended to be displayed for a limited period of time and is not permanently fixed in location.
- (50) Time and Temperature Sign. Any mechanism that displays the time and/or temperature, but does not display any advertising or establishment identification.
- (52) Vehicle Sign. A sign that is attached to a vehicle so as to attract attention to nearby business, or a product, or activity being offered at a nearby business. (Ord. 651, 1992; Ord. 597, 1989)
- (54) Wall Sign. Any sign attached to or erected against the wall of a building with the exposed face of the sign in a plane parallel to the plane of said wall. A wall sign may project up to twelve inches from the wall but the projecting ends shall contain no message or be illuminated. A message constructed into or as a part of the wall is considered a wall sign.
- (56) Window Sign. A sign, painted, attached, glued, or otherwise affixed to a window, or otherwise easily visible from the exterior of the building. (Ord. 651, 1992; Ord. 597, 1989)

18.37.06 Administration.

It is the duty of the Director of Community Development to enforce all provisions of this chapter. The Director of Community Development has the authority to designate a representative of the department to implement the provisions of this chapter. Further, the Director of Community Development has the option of referring any sign request to the Planning Commission for their review and determination.

- (1) Interpretation of Division.
- (2) Waivers.
- (3) Appeal.
- (4) Sign Permit Required.
- (5) Method of Application.
- (6) Method of Review.

(7) Special Sign Permits.

(1) Interpretation of Division. Whenever the application of this chapter is uncertain, the question shall be referred to the Planning Commission for determination. The Planning Commission shall then authorize signage which best fulfills the intent of this chapter.

If any section, subsection, sentence, clause, phrase or portion of this chapter is for any reason held invalid or unconstitutional by any court of proper jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holdings shall not affect the validity of the remaining portions hereof.

(2) Waivers. Applications for a waiver from the terms and requirements of this chapter shall be submitted for review and determination to the Planning Commission. The purpose of the application is to allow variation from a strict application of the terms of the sign code due to unusual circumstances of the property, structure, or land use, where a strict application of the appropriate requirements would cause practical difficulties and undue hardship. (Ord. 651, 1992; Ord. 597, 1989)

(3) Appeal. A decision of the Director of Community Development may be appealed within ten (10) days of the decision to the Planning Commission. The appeal shall be made on the forms prescribed by the Department of Community Development. The submittal of the application shall constitute the filing of the appeal.

The Planning Commission shall review the appeal at the next available regularly scheduled meeting. The Commission shall either uphold, reverse, or modify the Director of Community Development's decision. If anyone is aggrieved or affected by the Planning Commission's decision, then they may appeal the decision to the City Council within ten (10) days, in accordance with appeal provisions.

(4) Sign Permit Required. A sign permit shall be required prior to the placing, erecting, moving, or reconstructing of any sign in the City, unless expressly exempted by this chapter. Signs requiring a permit shall comply with the provisions of this chapter and all other applicable laws and ordinances.

(5) Method of Application. An application for a permit shall be made on forms as prescribed by the Director of Community Development. Such an application shall be filed with the Planning Department. The application shall be accompanied by any fees as specified by City Council resolution.

(6) Method of Review. The purpose of a permit is to help ensure compliance with the provisions of this chapter. After receipt of a sign application, the Director of Community Development or a designated representative shall render a decision to approve, approve with modifications, or deny the sign request within ten (10) working days. Such a review shall ensure that any sign proposal is in conformance with this chapter and is consistent with its intent and purpose.

(7) Special Sign Permits. Certain signs because of their potential increased height, area, or location on the site, may only be permitted by Planning Commission approval of a Special Sign Permit. The signs requiring a Special Sign Permit are noted in this chapter. The procedure for a Special Sign Permit is as follows:

(a) Application: An application for a Special Sign Permit shall be made in accordance with established City procedures containing sufficient information to properly inform the

Planning Commission on the requested sign and its impacts. A fee shall be established by City Council Resolution to provide a charge commensurate with processing costs. (Ord. 651, 1992; Ord. 597, 1989)

(b) Findings for Approval: Before a Special Sign Permit may be granted, the Planning Commission or City Council, upon appeal, shall make a finding from the evidence submitted, that all of the following conditions exist:

- (1) The required sign will not adversely affect the General Plan or the public convenience or general welfare of the community or persons residing or working in the neighborhood thereof;
- (2) The requested sign will not adversely affect land uses or property in the same proximity in which it is proposed to be located;
- (3) The location or configuration of the requested sign will not cause visual interference for the traveling public nor interfere with sighting of other signs or nearby buildings;
- (4) The sign dimensions including height and area are in proportion to the site and the viewing needs;
- (5) The requested sign is designed so the message is easily determined;
- (6) The sign meets all sign standards as contained in Section 18.37.24;
- (7) The sign is consistent with other signs on the site and/or the adopted sign program for the site.

18.37.08 General Provisions.

- (1) Signs exempt from requirement for permits.
 - (2) Prohibited signs.
 - (3) Maintenance of signs.
 - (4) Signs in public right-of-way.
- (1) Signs Exempt from Requirement for Permits. The following signs shall be exempt from the application, permit, and fee requirements of this chapter. An electrical or building permit may, however, be required. The number and area of such signs shall not be counted toward the maximum allowable sign area for any use or property.
 - (a) Directional signs for on-site direction provided they do not exceed an area of 3 square feet each, or a height of 3 feet if freestanding, or exceed a height of 8 feet if attached to a building.
 - (b) Legal signs indicating fire lanes, parking restriction, and similar information may be placed where appropriate provided each sign does not exceed an area of 2 square feet.
 - (c) Time and temperature signs in commercial and industrial zones provided the area of each sign does not exceed 12 square feet. (Ord. 651, 1992; Ord. 597, 1989)
 - (d) Memorial tablets, plaques, or directional signs for community historical resources, installed by a recognized historical society or civic organization.
 - (e) Interior signs within a building or structure.

- (f) Real estate signs for residential property sales not exceeding 6 square feet in area or 6 feet in height, provided it is unlit and is removed within 15 days after the close of escrow or the rental or lease has been accomplished.
- (g) Real estate signs for commercial and industrial property sale, lease or rent not exceeding 32 square feet in area or 8 feet in height, and not located closer than 15 feet from any property line. Larger signs may be permitted by the Planning Commission upon approval of a Special Sign Permit (pursuant to Section 18.37.06 (7)).
- (h) Construction signs are permitted on the construction site for all contractors (may include bank, realtor, subcontractors, etc.) provided the total area of all construction signs does not exceed an area of 32 square feet unless legally required by government contractors to be larger. Placement for government contract signs exceeding the 32 square feet maximum shall be reviewed by the Planning Commission for proper location. With the exception of the above, no sign shall exceed 8 feet in overall height and shall be located no less than 15 feet from any property line. Such signs shall be removed upon the completion of the project.
- (i) Temporary or portable signs shall only be permitted for seasonal businesses that are permitted by a Special Event Permit, provided the total sign area of all signs for each business does not exceed 50 square feet and are placed within 100 feet of the merchandise being advertised.
- (j) Political signs pertaining to a specific election are permitted on private property subject to the same restrictions as to size and illumination as commercial signs permitted in the applicable zone, except that said signs are specifically permitted in residential zones, but may not exceed 32 square feet or be illuminated. Political signs shall be removed within ten (10) days following the election to which they pertain. (Amended Ord. 745; 1999)

If the Director of Community Development finds that any political sign has been posted or is being maintained in violation of the provisions of this Section, the Director shall issue to the actual responsible party or the candidate's designated agent a demand for the removal of such sign or correction of the violation within 48 hours. Said notice shall include a brief statement of the reasons requiring removal or correction. (Ord. 745; 1999)

If the person so notified fails to correct the violation or remove the sign within said period, the Director shall cause said sign to be removed by City forces and a fee of \$30 will be charged to the actual responsible party. Any political sign that remains posted for more than ten days after the election to which it pertains or which is not removed pursuant to the notice shall be deemed abandoned. The Director may cause the summary removal by City forces of such abandoned signs and any signs which constitute an immediate peril to persons or property without further notice and charge the costs as provided for in this subsection. Persons wishing to appeal fees imposed in this Section shall follow the appeal provisions contained in Section 18.37.06(3).

- (k) Home occupation and agricultural sales signs are limited to one sign indicated the home occupation or for the sale of livestock or produce raised on the premises providing that the sign does not exceed 16 square feet in area. Signs are allowed in "A-1" and "R-1" zones only. (Ord. 651, 1992; Ord. 597, 1989)
- (l) Flags: are limited to one official flag of the United States of America, the State of California, and other states of the United States, Counties, Municipalities, and official flags for nations, and flags of internationally and nationally recognized organizations. A

maximum of 3 such flags may be flown at any one time, unless permitted by the Planning Department by a Special Use Permit (or Special Event if temporary).

(m) Service station price signs not exceeding the minimum State requirements of Article 12, Division of the State Business and Professional Code are permitted in addition to signs permitted by the zone district. Larger than minimum price state requirement signs shall be regulated by the zone district provisions.

(n) Business information signs not to exceed an area of 6 square feet that provide information on hours of operation, open, closed, etc.

(o) Such emergency, temporary or nonadvertising signs as are authorized by the City Council.

(p) Signs of public utility companies and private contractors indicating danger or which serve as an aid to public safety, or which show the location of underground facilities.

(q) House numbers, nameplates, "No Trespassing," "No Parking," and other warning signs provided the sign:

- (1) Does not exceed two square feet, and
- (2) Is located entirely on-site.
- (3) Nameplates shall be located adjacent to door.

(r) Vehicle signs are allowed as long as advertising a specific business activity, and vehicle is located at business address or location where business is taking place.

(s) Bus shelter advertising, in accordance with provisions established by Riverside Transportation Agency, only within commercial/industrial zones.

(t) New homes directional signs constructed and maintained as part of the New Homes Directional Signs Program sponsored by the Building Industry Association of Riverside County (BIA/RC), only upon Council approval of program and location of signs.

(2) Prohibited Signs. All signs not expressly permitted are prohibited, including but not limited to the following: (Ord. 651, 1992; Ord. 597, 1989)

(a) Fin signs: A sign placed on an architectural feature that extends from a building wall or a sign structure which is supported partly by a pole or poles placed in the ground and partly by a building, structure or fence.

(b) Fence signs: A sign that is attached, painted, or otherwise affixed to a fence or any other wall or self-supporting structure other than a building (except such signs are permitted as attached signs in Agricultural zones).

(c) Projecting signs: A sign that projects more than 12 inches from and is supported by a wall of a building.

(d) Banners, pennants, balloons, etc. (except for special events).

(e) Inflatable devices or signs, and other tethered objects used for the purpose of drawing attention to the site, a product, or service (except for permitted Special Event Signs).

- (f) Light bulb strings, festoons, and exposed tubing (except for temporary uses such as Christmas Tree Sales lots).
 - (g) Temporary or portable signs (except signs specifically permitted herein).
 - (h) Signs that are animated, revolve, flash, or move in any manner (except signs that flash time and temperature).
 - (i) Signs placed on or extending over the public right-of-way (except signs authorized by law or by governmental authority).
 - (j) Signs that constitute a hazard to the safe and free flow of traffic by obstructing or restricting the vision of drivers of motor vehicles.
 - (k) Billboards.
 - (l) Signs Relating to Inoperative Activities. Sign copy shall be removed or obliterated within sixty days after the premises have been vacated.
 - (m) A-Frame signs. (Ord. 651, 1992; Ord. 597, 1989)
 - (n) Any type of sign, directional placard, or banner used for commercial purposes held by an individual where it jeopardizes the public health, safety and welfare, and at a minimum, in or adjacent to the public right-of-way within a Pedestrian-Equestrian trail to attract attention or to provide direction. (Ord. 826, 2004)
- (3) Maintenance of Signs: Every sign and all parts, portions, and materials shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, malfunctioning lights, missing sign copy or other unmaintained or damaged portion of a sign will be repaired or replaced within thirty days following notification by the City. Noncompliance with such a request will constitute a zoning violation and will be enforced as such.
- (4) Signs in Public Right-of-Way. Signs in public right-of-way are regulated per Section 12.08.100 of the Norco Municipal Code.

18.37.10 Sign Regulations.

- (1) Signs Requiring Permits.
 - (2) Special Events Signs.
 - (3) Subdivision Signs.
 - (4) Signs Permitted in OS, LD, A-E, A-1, A-2, and R-1 Zones.
 - (5) Signs Permitted in C-1, C-O, C-2, C-3, C-4, and M-1 Zones.
 - (6) Signs Permitted in M-2 Zones.
- (1) Signs Requiring Permits. Sign applications and permits are required for signs included under this section, provided the signs are in compliance with all other applicable laws and ordinances.
- (2) Special Event Signs. Special event signs may be approved for a limited period of time as a means of drawing attention to special events (i.e., such as grand openings, carnivals,

charitable events, seasonal sales, special promotions, etc.). To apply for approval, a Special Event Sign Permit application shall be submitted. However, special event signs associated with national holidays or recognized City events are exempt from City review.

Special event signs shall include banners, flags, pennants, balloons (except metallic balloons), inflatable devices or signs, and other tethered objects. Special event signs which flap are not allowed within twenty (20) feet of the Sixth Street right-of-way. Special event signs shall be limited to no more than four 15-day periods per year. Said periods may run consecutively; however, unused days from one period shall not be added to another period. The display of inflatable devices or signs and other tethered objects shall be permitted only within commercial zones abutting Hamner Avenue.

(3) Subdivision Signs. Subdivision signs may be approved by the Director of Community Development upon submittal of a map showing the location and size of such signs and subject to the following provisions:

- (a) No more than four such signs shall be permitted for each subdivision.
- (b) Such signs shall contain wording limited to the name of the subdivision, its location, financial considerations, real estate description, and brief directional instruction.
- (c) All such signs shall be designed and constructed to be viewed primarily from surface streets.
- (d) Any sign permitted shall be no larger than 32 square feet.
- (e) The Director of Community Development may approve the signs for up to one year.
- (f) If a period greater than one year is requested, it may be approved as an extension by the Director of Community Development upon showing just cause.
- (g) The applicant shall provide a bond for removal. Signs are to be removed within 10 days after expiration of the sign permit, or 10 days after the sale or occupancy of the last house within the subdivision, whichever occurs first.

18.37.10(4) Signs Permitted in the Open Space (O-S), Limited Development (L-D), Agricultural (A-E, A-1, and A-2), and Single Family Residential (R-1) Zones.

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
1. Nonresidential	Wall	1 per street frontage and sign to be oriented to that street	20 s.f. If site is +20 acres, sign may increase 1 s.f. for each addtl. acre to max. of 80 s.f.	Below roofline	None
	Freestanding	1	20 s.f. If site is +20 acres, sign may increase 1	5'	Sign shall be located at least 5' from street

			s.f. for each addtl. acre to max. of 80 s.f.		R.O.W. and 15' from interior property line or driveway.	
2.	Readerboard	Wall or Freestanding	1 per bldg.	20 s.f.	Below roofline 7'	None
3.	Freeway-Oriented Sign					
<p>In addition to other signs permitted in the zone district, an on-site freestanding, freeway-oriented sign designed to be viewed primarily from the freeway may be permitted by the planning commission pursuant to Section 18.37.06(7), Special Sign Permits, with the following criteria:</p> <p>(1) In the open space zone, freeway-oriented signs shall only be permitted on parcels that are a minimum of 30 acres in size and that are located within 250 feet of the freeway right-of-way. Freeway-oriented pylon signs shall not be allowed in agricultural, single-family, or limited development zones.</p> <p>(2) In the open space zone, freeway-oriented signs shall only be allowed as ancillary uses to an otherwise already permitted primary use of the property. Freeway-oriented signs shall not be allowed on vacant property.</p> <p>(3) Sign area shall be determined by the planning commission based on the area needed for reasonable viewing by the traveling public on the freeway.</p> <p>(4) Sign height shall be determined by the planning commission based on the height needed for reasonable viewing by the traveling public on the freeway.</p> <p>(5) Design of the sign shall be approved by the planning commission and shall incorporate features that identify the facility and the city and reflect the equestrian nature of the city, or shall minimally include the Norco Horsetown USA logo as an alternative.</p> <p>(6) Freeway signs shall be designed so that the mass of sign area is parallel, as opposed to perpendicular, to the supporting pole(s) unless the sign is square or near square in shape. The sign's structure shall incorporate design features of any related primary buildings and/or design elements that reflect a project theme (western, equestrian, etc.).</p>						

(Ord. 901 Sec. 1, 2008)

18.37.10(5) Signs Permitted in the Light Commercial (C-1), Commercial Office (CO), General Commercial (C-2), Heavy Commercial (C-3), Commercial (C-4), and the Heavy Commercial/Light Manufacturing Zones (M-1).

	CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
1.	Business Identification	Wall	No maximum	2 s.f. for each lineal foot of each bldg. face for ground level story; 50% of this amount for each floor (except mezzanines) above ground floor	Below roofline	An additional wall sign may be permitted by the plng. comm. to identify bldg. or major tenant pursuant to Section 18.37.07 (Special Sign Permit).

						<p>Roof signs are allowed if integrated into overall architectural style of structure and not appear to be added on; all roof signs shall be approved by planning commission.</p> <p>Signs painted directly on a building are allowed, if said signs are professionally done and reflect the theme of the structure.</p>
		Suspended	1 per tenant entrance	6 s.f.	N/A	Sign shall not exceed 6' in length and 8' min. clearance shall be provided between sign and ground.
		Monument	1 per street frontage	32 s.f.	6'	Sign shall be located at least 5' from frontage property line, 15' from interior property line or driveway, and not placed within ultimate planned street R.O.W.
Pole						
		a. Small Center (less than 5 acres)	1 per street frontage of at least 75'	50 s.f.	12' at street R.O.W. May be increased 2' for each 2' setback from street to max. of 20'	<p>a. Sign is permitted instead of a monument sign.</p> <p>b. Sign support shall not be located within 15' of an interior property line or driveway.</p> <p>c. Sign shall not be placed within or extend into</p>

		b. Large Center (5 – 20 acres)	"	100 s.f.	20'	ultimate planned street R.O.W. " "
		c. Regional Center (20+ acres)		150 s.f.	25'	" "
2.	Reader-board	Wall or Freestanding	1 per bldg.	20 s.f.		
3.	Entertainment Reader	Entertainment reader signs may be permitted for buildings designed for entertainment and recreation events by the plng. comm. upon approval of a special sign permit pursuant to Section 18.37.07.			Below roofline 7'	
4.	Regional Center	Instead of a monument or pole sign for a street frontage as permitted above, a regional center of 20 or more acres including the Auto Mall may be permitted one freestanding sign upon approval of a special sign permit pursuant to Section 18.37.07. The height and area of such sign shall be proportionate to the site and appropriate for effectiveness. The height shall be 20 to 35 feet above freeway grade or natural grade of property with height determined by the planning commission based on the height needed to view the sign by the traveling public. The area of said sign shall not exceed 1,000 s.f.				
5.	Neighborhood Center	<p>A neighborhood center or business district may be permitted one freeway-oriented freestanding sign upon approval of a special sign permit pursuant to Section 18.37.07. The height and area of such sign shall be appropriate for effectiveness. The height shall be 20 to 35 feet above freeway grade or natural grade of property with height determined by the planning commission based on the height needed to view the sign by the traveling public. The area of said sign shall not exceed 600 s.f. The sign shall be designed to accommodate no more than six tenant signs not to exceed 100 s.f. each. The sign shall not be located more than one-half a mile, to be measured from property line, from an off-ramp of the freeway.</p> <p>(1) For purposes of this section a Neighborhood Center shall be defined as a contiguous and harmoniously designed center of five acres or more.</p> <p>(2) A business district shall be defined as contiguous properties the total of which shall not be less than five acres for which there is a common identifying name (i.e. "Old Town") and for which only the district name and the business that shares the property where the sign is located can be identified.</p> <p>(3) The design of freeway-oriented signs for neighborhood centers shall follow the design standards of freeway-oriented signs described below in Class 6.</p>				
6.	Freeway Oriented Signs	<p>In addition to other signs permitted in the zone district, one additional on-site freestanding sign designed to be viewed primarily from the freeway may be permitted by the planning commission pursuant to Section 18.37.06(7), Special Sign Permits, for businesses that are determined by the planning commission to be directly serving the traveling public utilizing such freeway; provided, that:</p> <p>(1) The business is within 660 feet of the freeway right-of-way and is within 1/2 mile of a freeway off-ramp.</p>				

(2) The height shall be 20 to 35 feet above freeway grade or natural grade of property with height determined by the planning commission based on the height needed to view the sign by the traveling public.

(3) The area shall be determined by the planning commission based on the area needed to view the sign by the traveling public but in no instance exceed 250 square feet.

(4) All freeway-oriented signs for single businesses shall consist of one canister except where two or more businesses on one lot are freeway-oriented businesses as defined in this section, wherein each business can have one canister where the combined total sign area does not exceed 250 square feet.

(5) Freeway signs shall be approved by the planning commission and shall be designed so that the mass of sign area is parallel, as opposed to perpendicular, to the supporting pole(s). The sign's structural design shall incorporate design features of the related buildings and/or design elements that reflect a community theme (western, equestrian, etc.) as approved by the planning commission. Freeway signs shall be supported with two poles when the width of the sign area exceeds more than 33 percent of the height of the sign area.

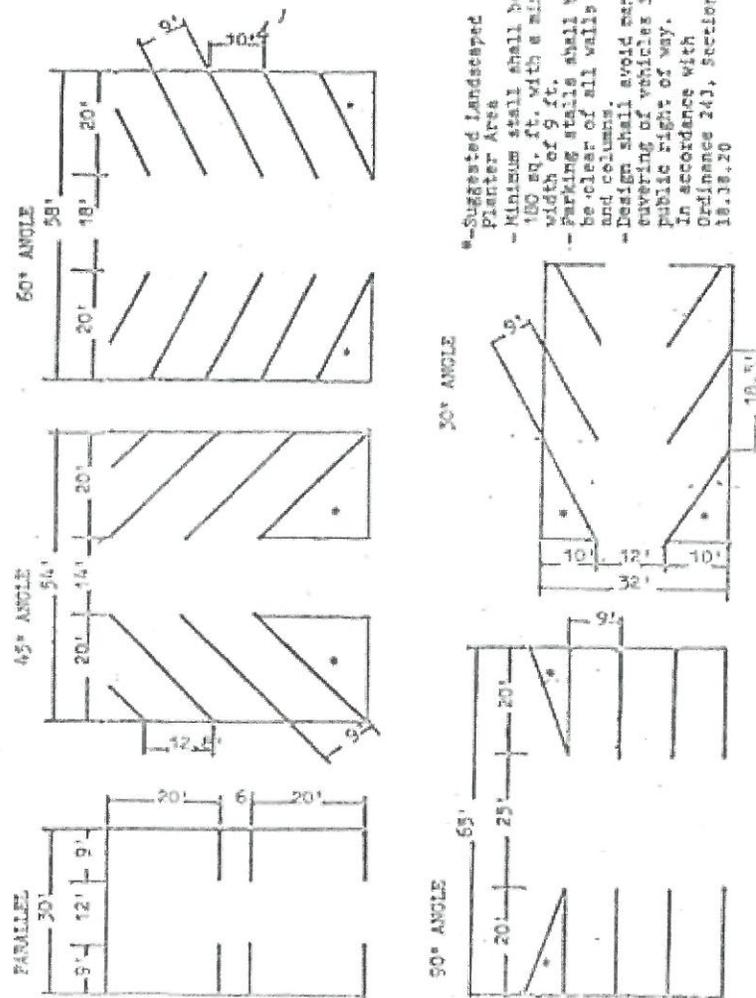
(Ord. 888 Sec. 1, 2008; Ord. 833, 2005; Ord. 749, 1999)

18.37.10(6) Signs Permitted in the General Manufacturing (M-2) Zone.

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
1. Business Identification	Wall	No maximum	1 s.f. for each lineal foot of each bldg. face for ground level story; 50% of this amount for each floor (except mezzanines) above ground floor	Below roofline	Addtl. wall sign may be permitted by the Plng. Comm. to identify building or major tenant pursuant to Section 18.37.07 (Special Sign Permit).
	Suspended	1 per tenant entrance	6'	N/A	Sign shall not exceed 6' in length and 8' min. clearance shall be provided between sign and ground.
	Monument	1 per street frontage	32 s.f.	6'	Sign shall be located at least 5' from frontage property line, 15' from interior property line or driveway, and not placed within ultimate planned street R.O.W.
2. Readerboard	Wall or Freestanding	1 per bldg.	20 s.f.	Below roofline 7'	

3. Industrial	Freestanding	1 per street frontage	75 s.f.	20' (pole sign) 6' (monument sign) at street R.O.W. May increase 1' for each 2' setback from street for max. 30' (pole sign) and 10' (monument sign)	a. Signs are allowed in addition to business identification signage, subject to PIng. Comm. approval pursuant to Section 18.37.07 (Special Sign Permit). b. Copy shall only identify industrial park and not individual businesses. c. Sign support shall not be located within 15' of interior property line or driveway. d. Sign shall not be placed within or extend into ultimate planned street R.O.W.
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CITY OF NORCO MINIMUM PARKING STANDARDS

**18.37.12 Design Standards.**

- (1) Architectural Style.
 - (2) Relationships to Buildings.
 - (3) Relationships to Other Signs.
 - (4) Landscaping.
 - (5) Sign Copy.
 - (6) Sign Dimension and Location.
 - (7) Illumination.
- (1) Architectural Style: Each sign shall be designed with the intent and purpose to relate to the architectural style of the main building or buildings upon the site, and to the extent possible, consistent with improvements upon lots adjacent to the site.

(2) Relationships to Buildings: Signs located upon a lot with only one main building housing the enterprise which the sign identifies, shall be designed to incorporate at least one of the predominately visual elements of such building such as type of construction materials, color, or other design. Each sign located upon a lot with more than one main building, such as a shopping center or other commercial or industrial area developed in accordance with a common development plan, shall be designed to incorporate at least one of such predominately visual design elements common or similar to all such buildings or the buildings occupied by the main tenants or principal enterprises. The Director of Community Development may condition the approval of a sign to require more than one such visual element to be incorporated into the design of the sign where such elements are necessary to achieve a significant visual relationship between the sign and building or buildings.

(3) Relationship to Other Signs: Where there is more than one sign located upon a lot, all such signs shall have designs which are well related to each other by similar treatment of the following components:

- (a) Cabinet or other configuration of sign area;
- (b) Supports, uprights or structure on which sign is supported;
- (c) Shape of entire sign;
- (d) Letter style of sign copy;
- (e) Illumination.

(4) Landscaping: Freestanding signs shall be located in a planted landscaped area which is of a size equal to at least twice the sign area to provide a compatible setting and ground definition to the sign.

(5) Sign Copy: Sign copy shall be uncluttered and readable to the persons the sign is primarily directed to. (Ord. 651, 1992; Ord. 491, Exhibit A, Sec. 4 (part), 1983)

(6) Sign Dimension and Location:

(a) Background Area or Sign Face: In computing background area in square feet, standard mathematical formulas for known common shapes shall be used. In the case of irregular shapes, straight lines drawn closest to the extremities of the shape will be used. For signs with more than one face, the maximum faces visible from any direction will be counted. Area for cylinder sign shall be computed on the total area of the surface of the sign.

(b) Copy Area:

(1) Individual letters: Signs composed of individual letters shall be measured as a solid surface with gross dimensions calculated by the permitted measurements of the total area occupied by the letters.

(2) Illuminations: Signs internally illuminated shall be measured as all components of the sign (cabinet and support) that are so illuminated.

(c) Height of Sign: The height of pole or monument signs shall be measured from the average ground level under the sign (excluding artificial berm) to the highest point of the sign or support whichever is highest.

- (d) Location of Freestanding Sign: Notwithstanding setback and yard requirements of this code, freestanding signs may be placed in required yards and setback areas as permitted herein. However, freestanding signs may not be placed in any area designated as future public right-of-way by the Master Plan of Streets and Highways.
 - (e) Graphics: The following graphics provide further explanation of types of permitted signs, their locations, and methods of measurements.
- (7) Illumination: Permitted signs may be illuminated by:
- (a) Interior means;
 - (b) Exterior means, provided such light illuminates only the sign and does not shine directly upon other property, whether public or private; and
 - (c) Frosted incandescent bulbs, provided no sign shall contain clear incandescent light bulbs, reflective flood lamps or similar high intensive light sources. (Ord. 651, 1992; Ord. 491, 1983; Ord. 358, 1976)

18.37.14 Nonconforming Signs.

- (1) Illegal Signs.
 - (2) Lawful Nonconforming Signs.
 - (3) Abatement of Lawful Nonconforming Signs.
 - (4) Schedule of Abatement.
 - (5) Value of Signs.
- (1) (a). The City shall identify and contact the firm or person responsible for placement of illegal signs, informing them that removal of illegal signs must take place within twenty-four (24) hours to avoid billing by the City for the removal of the illegal signs. The City shall bill the firm or person responsible for the illegal sign/s for a minimum of twenty-five dollars (\$25.00) for each sign, if illegal signs are not removed within twenty-four (24) hours of notification. Signs requiring special equipment or extra labor to remove (i.e., ladders, larger trucks for transport, etc.), shall incur an additional twenty-five (\$25.00) minimum, with the removal cost determined on a time and material basis.
- (2) Lawful Nonconforming Signs: Signs that were lawful before this ordinance was passed or amended but which would be prohibited, or restricted under the terms of this ordinance, or future amendments, are declared lawful nonconforming signs. They shall be treated in the following manner:
- (a) Shall not be changed to another nonconforming sign, except messages may be changed.
 - (b) Shall not be structurally altered to extend its useful life, except that necessary maintenance may be performed to keep the sign in proper condition.
 - (c) Shall not be expanded.
 - (d) Shall be removed after the site upon which the sign is located has been vacant for 120 days, unless considered a nuisance per the provisions of the City Nuisance Abatement Regulations contained in Chapter 6.22 of the Norco Municipal Code.

(e) Shall be removed upon damage or destruction resulting in a devaluation of more than 50 percent of its replacement value as determined by the Building Official.

(3) Abatement of Lawful Nonconforming Signs: If the City Council determines by resolution that lawful nonconforming signs are a public nuisance and it is in the best interest of the public health, safety, and general welfare to abate such signs, the City abatement procedures shall be as follows:

(a) Notification. Notification for the abatement of signs shall be by registered or certified mail to the property owners and/or the proprietors who own such signs. The last known address of such owners (latest equalized tax assessment roll) shall be used. For the proprietors or owners of such signs, mailing or delivery to subject property shall be utilized. The notification shall cite the appropriate section of the ordinance under which abatement is required, and include the time, date, and location of a public hearing to be conducted for the purpose of considering abatement. Such notification shall be mailed not less than 10 days prior to the date of such public hearing.

(b) Hearing. A public hearing before the Planning Commission shall be conducted as noticed and may be continued if necessary.

(c) Resolution. The Planning Commission shall adopt a resolution stating its findings with respect to the abatement of signs on the subject properties and setting the dates for abatement.

(d) Appeal. The decision of the Planning Commission shall be final unless within 10 days from the adoption of the Planning Commission resolution an appeal in writing is received by the City Clerk. The form, fee, and process for such appeal, shall be as required in Chapter 18.43 of this Code.

(4) Schedule of Abatement.

(a) Off premises signs are to be removed within the following abatement schedule at the time of notification of abatement:

VALUE OF SIGN	ABATEMENT PERIOD
0--\$3,999	3 Years
\$4,000--\$6,999	4 Years
\$7,000--Or More	5 Years

(b) All other nonconforming signs are to be removed, relocated, replaced, or otherwise made to conform to the provisions hereof within the following abatement schedule.

VALUE OF SIGN	ABATEMENT PERIOD
0--\$6,999	4 Years
\$7,000--\$12,999	6 Years
\$13,000--Or More	10 Years

(5) Value of Sign. The value of the signs shall be determined by the Building Official. However, the Planning Commission or City Council on appeal may adjust the values if sufficient evidence is submitted indicating a different value.

This page of the Norco Municipal Code is current through Ordinance 952, passed June 20, 2012.

Disclaimer: The City Clerk's Office has the official version of the Norco Municipal Code. Users should contact the City Clerk's Office for ordinances passed subsequent to the ordinance cited above.

City Website: <http://www.ci.norco.ca.us/>
(<http://www.ci.norco.ca.us/>)

City Telephone: (951) 270-5620

Code Publishing Company
(<http://www.codepublishing.com/>)

eLibrary

(<http://www.codepublishing.com/elibrary.html>)

10. BUSINESS ITEMS:

C. First Review of Draft Sign Ordinance. **Recommended Action: Provide Comments and Set for Public Hearing** (SP Robles)

Senior Planner Robles presented the staff report on file in the Planning Division. She asked the Commission to review this first draft of the Sign Ordinance and provide direction on any further revisions. Senior Planner noted that a few changes have been made to the draft since the report was provided from input by the Building Department as well as staff reviewing it.

Commission Member Hedges commended staff on the draft code which includes the incorporation of the Working Group's recommendations. Vice Chair Henderson agreed.

Senior Planner Robles offered to review the sign code draft page by page noting the specific changes made on each page; mainly verbiage changes or corrections.

Discussion ensued.

Suggestions provided by the Commission included the following:

- Landscape should not interfere with the view of the sign
- Add graphics to be included within the table in the code for ease of understanding
- Link the fire code reference to require 12" numeric address sign
- Add a definition regarding led signs to only allow business advertising and not movie style ads

Planning Commission Minutes Excerpt
June 13, 2012

8. CONTINUED ITEMS:

- B. Second Review of Draft Sign Ordinance. Continued from May 9, 2012.
Recommended Action: Provide Comments and Provide Direction (SP Robles):

Senior Planner Robles presented the staff report on file in the Planning Division. She summarized changes made to the draft sign ordinance based on the recommendations by the sign group committee and the Planning Commission. She noted that other adjustments included removing outdated items, adding sample depictions of signs and easy to read graphs.

In response to Commission Member Jaffarian, Planning Director King explained that the City cannot regulate text on any given sign, with the exception of profanity, as advised by the City Attorney based on the freedom of speech rights; adding that through code regulations only the design, size and its location can be regulated. Commission Member Jaffarian stated that the Commission should be able to regulate text when the applicant is addressing the Commission.

Discussion ensued resulting in a few additional revisions requested by the Commission Members.

In closing, Senior Planner Robles stated that a public hearing will be set for a future Planning Commission meeting for final discussions before it is presented to the City Council.

5. PUBLIC HEARINGS:

- A. Resolution 2012-___; Zone Code Amendment 2012-04 (City of Norco): A City-Initiated proposal to amend the Norco Municipal Code, Chapter 18.37 "Signs" to revise and update the provision of signage in the City of Norco and to amend Chapter 18.02 "Definitions" to add definitions pertaining to signage.
Recommendation: Approval to City Council (Senior Planner)

Senior Planner Robles presented the staff report on file in the Planning Division. She noted that this is the final review before it is presented to the City Council for its review and approval. She reviewed the proposed resolution, which entailed modifications based on recommendations made from previous input from the Commission, as well as from the City Attorney, regarding limitations placed on verbiage on signs.

Commission Member Hedges questioned if sign twirlers were prohibited in Norco. In response, Senior Planner Robles stated that there is a limitation based on the proximity of the twirler to a pedestrian/equestrian trail.

Chair Wright noted that under definitions, item nos. 2 & 9 are identical regarding inflatable signs, asking that one be removed.

Chair Wright OPENED the public hearing, indicating that proper notification had been made and asked for the appearance of those wishing to speak. With no one wishing to speak, Chair Wright CLOSED the public hearing, bringing the discussion back to the Commission.

Commission Hedges praised at the outcome of the proposed revised Sign Code. She noted that she would like the swirl signs to be removed from the Code, or limit its use to Hamner Avenue, as they get in the way on the horse trails on Sixth Street.

Vice Chair Henderson asked for some clarifications under the sections pertaining to sign area, political signs, and fence signs. He stated concerns on putting limitations on businesses from advertising sales; adding that the main concern is avoiding sign clutter.

Chair Wright concurred on too many limitations for businesses, noting that the Code must also be business friendly.

Discussions continued.

M/S Henderson/Leonard to adopt Resolution 2012-33, recommending that the City Council approve Zone Code Amendment 2012-04 amending Chapter 18.37 updating the regulations for signage; and Section 18.02 adding definitions as they pertain to the sign code with any related cross-references in other chapters as needed with the following changes:

- Under Definitions: Remove #9 – a repetition of #2

- Under Definitions: Amend #18 to read *"The area of a sign is computed by multiplying the maximum height by the length of all letters and logo combined..."*
- Section 18.37.08: A, #4: Amend to add *"design requires approval by Staff or the Architectural Review Board"*
- Section 18.37.08: A: Add the following item: *"Temporary fence signs are not to exceed 10% of fence square footage"*
- Section 18.37.08: A, #9 Political Signs: Amend to move the first line of section b. to the end of section a.
- Section 18.37.08: B, #2 Fence Signs: Amend to add a clause to note *"not otherwise allowed in other sections of the code"*
- Section 18.37.10: A Special Events Signs: Amend to add *"use of spinner signs is restricted to Hamner Avenue requiring a special permit"*
- Section 18.37.12: C Freeway-Oriented Signs: Amend to remove *"Commercial (C-4)"* throughout this section.

AYES: Wright, Henderson, Hedges, Leonard
ABSENT: Jaffarian

Motion Passed

CITY OF NORCO STAFF REPORT

TO: Honorable Mayor and Members of the City Council

FROM: Beth Groves, City Manager 

PREPARED BY:  Steve King, Planning Director

DATE: September 19, 2012

SUBJECT: Appeal Hearing: Planning Commission Denial of a Site Plan Addition for an Exterior Vacuum Control System for Approved Conditional Use Permit 2011-15

RECOMMENDATION: Hear the applicant's appeal and make the determination to either uphold the Planning Commission denial or approve the applicant's request for a minor site plan addition to add an exterior vacuum control system to the approved site plan for Conditional Use Permit 2011-15.

SUMMARY: At its meeting held on August 8, 2012, the Planning Commission denied the applicant's request for a minor site plan addition to add an exterior vacuum control system to the approved site plan for Conditional Use Permit (CUP) 2011-15, a car wash that has recently been constructed within the former Mitsubishi dealership parts building. The applicant has appealed that decision to the City Council.

BACKGROUND/ANALYSIS: On September 14, 2011, the Planning Commission approved CUP 2011-15 to allow construction of the car wash at 2100 Hamner Avenue, located in the Norco Auto Mall Specific Plan Area "A". The project was approved with three fabric canopies, one leading to the entrance of the car wash and two for vacuuming and detailing. On February 8, 2012 the Planning Commission approved a request to change the fabric canopies to wood trellises.

On August 8, 2012, the Planning Commission considered the applicant's request to add an external vacuum system to the approved site plan for Conditional Use Permit 2011-15. The car wash is open based on a temporary Certificate of Occupancy to allow the applicant to get approval of the vacuum system which was not shown on the plan approved with CUP 2011-15.

There are two vacuum rows that have both been constructed. One row has the control system within the building and can now be operated. The second row is adjacent to the property line on the north. The control system for the second row was also placed immediately adjacent to the property line behind an existing trash enclosure (ref. Exhibit "A" – Approved Site Plan; Exhibit "B" – Photos (Photo 1)). The control system was not shown on the original site plan, which is what the Planning Commission was recommended to approve.

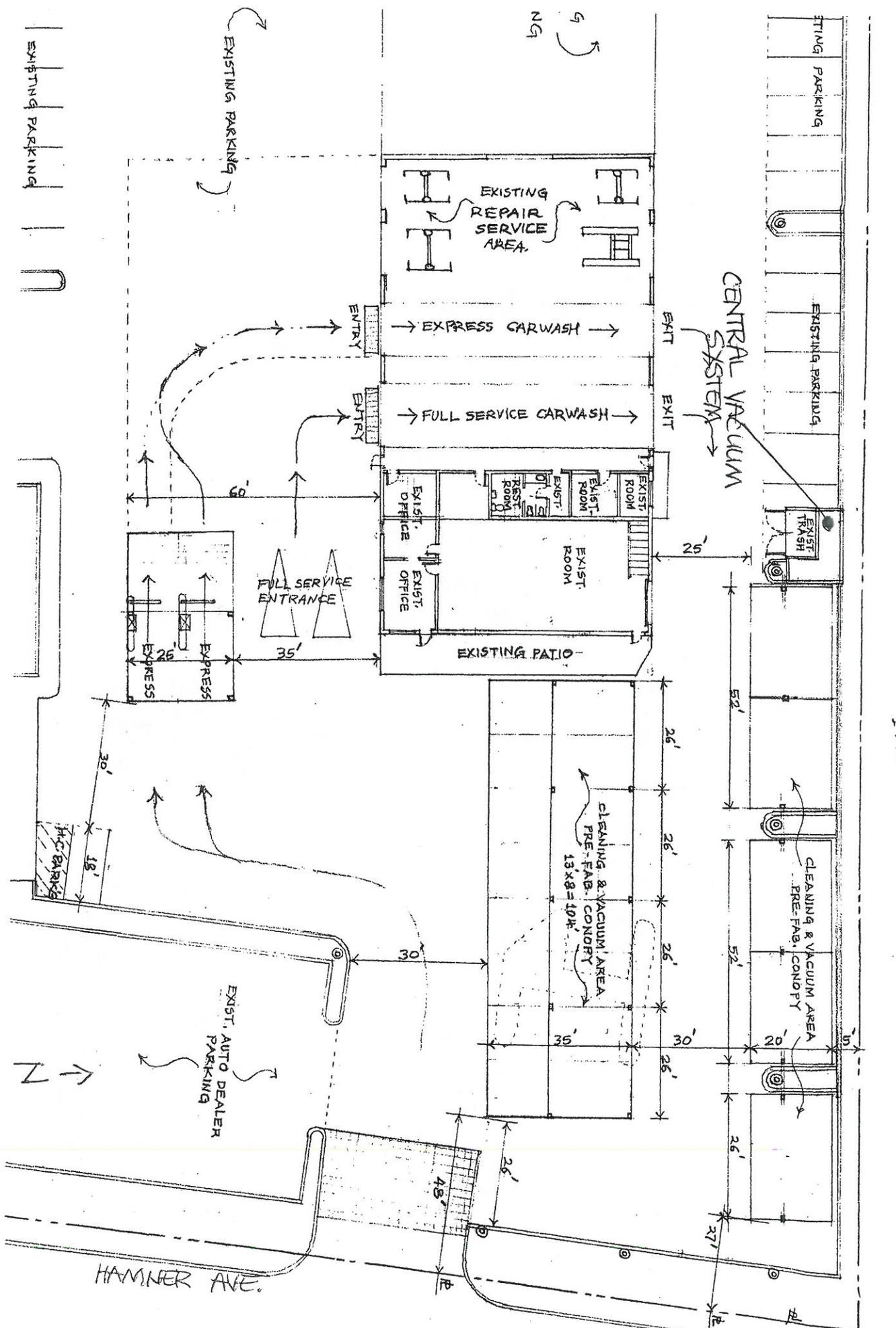
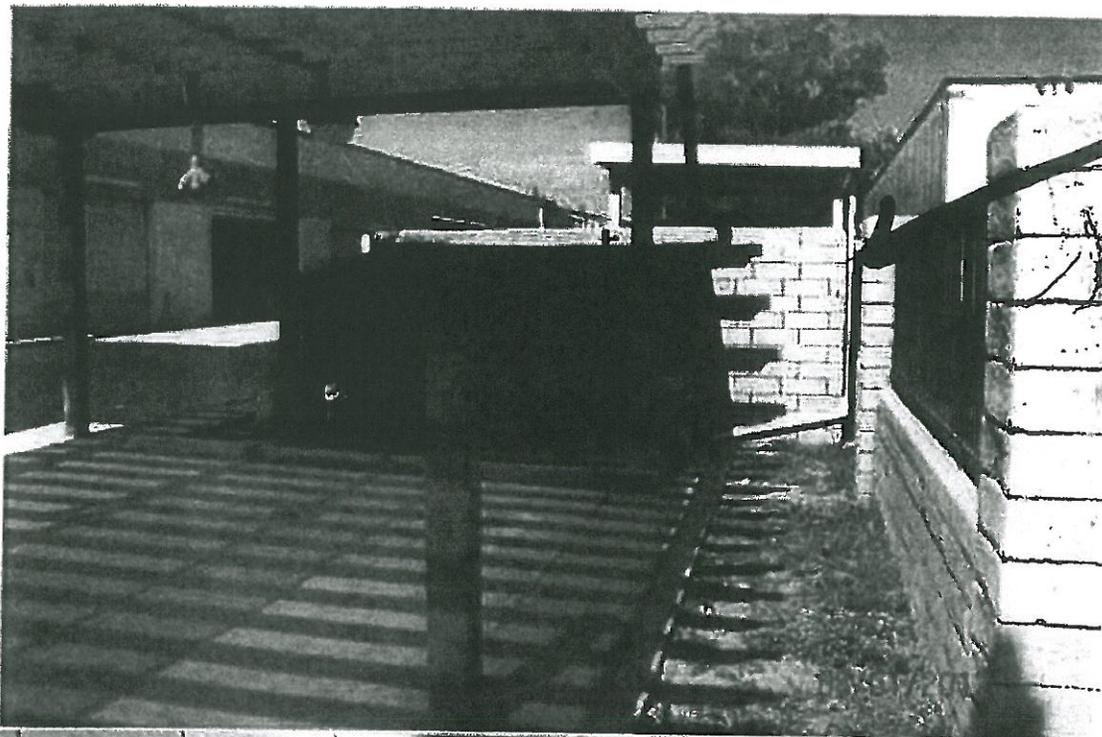


EXHIBIT "A"



LOCATION
OF
VACUUM
SYSTEM

PHOTO 1



PHOTO 2



PHOTO 3

03/0 /2012

EXHIBIT "B"



Thank you for considering our vacuum systems. Here at Auto Vac we excel at manufacturing an extremely smooth, high performance machine that is also very quiet.

The decibel levels on our vacuum producers are as follows:

10 HP, 3-Stage	59 decibels
15 HP, 4-Stage	62 decibels
20 HP, 5-Stage	66 decibels
25 HP, 6-Stage	68 decibels
30 HP, 7-Stage	70 decibels

These ratings are taken at 10 feet from the machine with no background noise or outside interference. We hope that these Ratings are satisfactory. If you have any further questions, please contact me at our toll free number 888-628-8682.

Thank you,

Note:

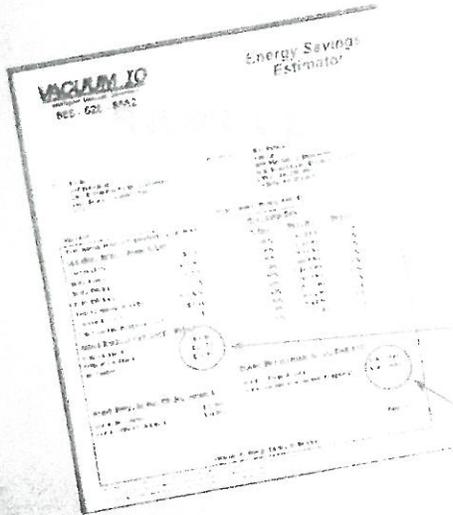
- ① This decibels reading is without enclosed location. We install system in 6" block wall enclosure will further reduce noise level.
- ② This decibels reading taken at full RPM speed of motor. With IA system, motor will run only according how many people using vacuum lines. This will further reduce noise level.
- ③ We install muffler in exhaust line will further reduce air pressure noise level.

AVI / Sales



See the Savings for Yourself

AutoVac will provide you with a cost savings analysis that shows how much money you'll save on your energy bill. Your energy provider will use this report to calculate your rebate for installing VacuumIQ (where available). Go to **VacuumIQ.com** to download your Energy Savings Calculator today.



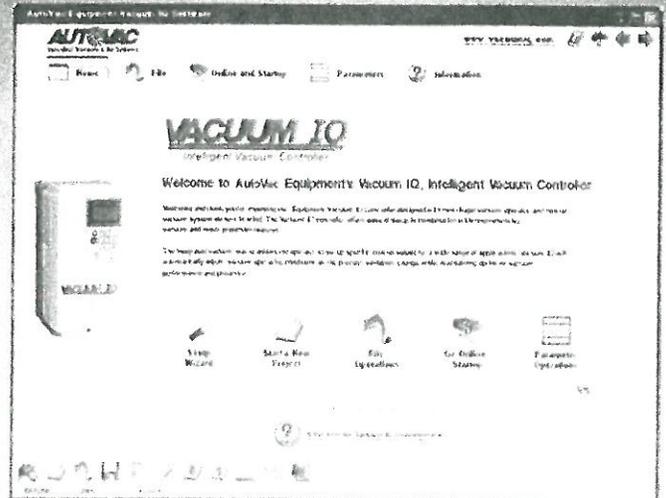
Here is a sample energy savings report from an actual AutoVac client.

- Vacuum IQ brings this client's annual energy costs down from \$29,388 to just \$6,490 – that's a savings of 77.9%.
- Return on investment is realized in less than six months!

BENEFITS OF VACUUM IQ

- Dramatically cut energy costs by reducing energy consumption
- Earn a rebate from your energy provider for "going green" with Vacuum IQ (participation varies by region)
- Extend the life of your equipment
- Reduce maintenance costs and equipment downtime
- Simplify your equipment – Vacuum IQ replaces soft starters and throttle valves
- Return on investment is months, not years
- Savings continue year after year

SOFTWARE FEATURES



Vacuum IQ includes user-friendly software that interfaces easily with virtually any vacuum equipment. The program allows comprehensive motor control and easy data retrieval.

- AutoVac can monitor your system online via the web for troubleshooting and diagnostic purposes
- Enjoy online control of your motors to perform auto-tunes, test parameter adjustments and simulate events
- Download and save data to a drive or file
- Track your exact savings with the built-in cost savings calculator

MOTOR CONTROLS

AUTO VAC

Industrial
Vacuum & Air Systems

VACUUM IQ



Vacuum IQ is an electronic motor control system that manages your vacuum motors. It includes a dynamic variable frequency drive (VFD) and customized software.

Vacuum IQ constantly monitors your vacuums so they always operate at maximum efficiency. Your motors work as much or as little as needed depending on the actual demand for suction.

You enjoy the most cost-effective operating model – vacuum-on-demand.

Vacuum IQ dramatically reduces energy costs and extends the life of your equipment.

Need more incentive? Energy providers across the country are issuing substantial rebates for installing environmentally friendly devices like Vacuum IQ.

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TABLE 3.2
FAMILIAR NOISE LEVELS (dBA)

Human Ear Sensibility	dB(A)	Noise Source
	145	
Physically Painful	140	Sonic Boom
Extremely Loud	135	
	130	
	125	Jet Takeoff at 200'
Discomforting	120	Oxygen Torch
	115	Discotheque
	110	Motorcycle at 15' (unmuffled)
	105	Power Mower at 3'
Very Loud	100	Newspaper Press
	95	Freight Train at 50'
	90	Food Blender
	85	Electric Mixer, Alarm Clock
	80	Heavy Truck at 50'
	75	Busy Street Traffic at 50'
	70	Average Traffic at 100'
		Vacuum cleaner
Loud	65	Electric Typewriter at 10'
	60	Dishwasher at 10'
		Air Conditioning Unit at 15'
	55	Normal Conversation at 5'
	50	Typical Daytime Suburban Noise
	45	Refrigerator at 10'
	40	Bird Calls
	35	Library
	30	
Quiet	25	
	20	Motion Picture Studio
	15	
	10	Leaves Rustling
	5	
Threshold of Hearing	0	





Exhibit "E"