

Chapter 12.24

ADVERTISING DISPLAYS ADJACENT TO FREEWAYS

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12.24.010 Definitions.

For the purposes of this chapter certain words and phrases are defined, and certain provisions shall be construed as set out in this section, unless it is apparent from the context that a different meaning is intended.

A. "Advertising display" means advertising structure and signs.

B. "Advertising structure" means a structure of any kind or character erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing, painting or other advertisement of any kind whatsoever may be placed, including statuary.

C. "Freeway" means a highway in respect to which the owners of abutting lands have no right or easement of access in respect to which such owners have only limited or restricted right or easement of access, and which is declared to be such in compliance with the Streets and Highways Code.

D. "Sign" means any card, cloth, metal, painted or wooden sign of any character, placed for outdoor advertising purposes on or to the ground or any tree, wall, bush, rock, fence, building, structure or thing, either

publicly or privately owned, other than an advertising structure; provided, however, "sign" or "advertising structure" does not include:

1. Official notices issued by any court or public body or officer;

2. Notices posted by any public officer in performance of a public duty or by any person in giving legal notice;

C. Directional, warning or information structures required or authorized by law or by federal, state, or municipal authority. (Ord. 135 § 1, 1961)

12.24.020 Prohibited signs.

No advertising display shall be erected, constructed, relocated or maintained in the city:

A. If such advertising display is designed to have or has the advertising thereon maintained primarily to be viewed from a freeway; or

B. If such advertising display, because of its location, size, nature or type, constitutes or tends to constitute a hazard to the safe and efficient operation of vehicles upon a freeway, or creates a condition which endangers the safety of persons or property thereon. (Ord. 135 § 2, 1961)

12.24.030 Exemptions.

The provisions of this chapter do not apply to any advertising display less than fifty square feet in area, constructed, painted or maintained on a building on which the advertising is limited to one or all of the following:

A. The name of the person occupying the building and the type of business conducted by such person;

B. The name of the product manufactured on the premises;

C. A sign pertaining only to the lease, hire or sale of the building or premises; provided, however, that no such advertising display, constructed, painted or maintained on any building as provided in this chapter shall be permitted in any event which constitutes or tends to constitute a hazard to the safe and efficient operation of vehicles upon a freeway, or creates a condition which endangers the safety of persons or property therein. (Ord. 135 § 3, 1961)

12.24.040 Removal.

A. Within three years from the effective date of the ordinance codified in this chapter, or within three years from the date a freeway, or portion thereof, is opened to public travel, whichever date is later, all advertising displays which are in conflict with the provisions of this chapter shall be removed, or shall be rearranged or relocated so as to eliminate any conflict with the provisions of this chapter.

B. The building inspector, city clerk and chief of police shall determine by majority decision whether or not any such advertising display is in conflict with the, provisions of this chapter. If it is determined that any such advertising display is in conflict, the permittee

shall be so informed in writing and he shall remove, rearrange or relocate such advertising display within the three-year period. (Ord. 135 § 4, 1961)

12.24.050 Maintenance of nonconforming signs.

A. No advertising display in conflict with the provisions of this chapter shall be altered, reconstructed or relocated unless the same when so altered, reconstructed or relocated shall conform to the provisions of this chapter.

B. For the purposes of this section only, "altered," "reconstructed" or "relocated" shall not include normal maintenance, changing of the surface sign space, ornamental molding, pilasters or ornamental features below the base line, or the addition, construction, installation or changing of electrical wiring or electrical devices, backgrounds, letters, figures, characters or representation in cutout or irregular form. (Ord. 135 § 5, 1961)

12.24.060 Violation—Penalties.

Any person, firm or corporation violating any of the provisions of this chapter shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished as provided in Chapter 1.08 of this code. (Ord. 135 § 6, 1961)