

CHAPTER 29 - SIGN REGULATIONS

29.1 PURPOSE

It is the general purpose of this chapter to regulate the location, placement, dimensions, number and other characteristics of signs within the Town of Sunnyvale in furtherance of the health, safety, welfare, convenience, and enjoyment of the community, and to achieve the following specific objectives:

- A. Safety: To promote the safety of persons and property by providing that signs:
 - 1. Do not create a hazard due to collapse, fire, collision, decay or abandonment;
 - 2. Do not obstruct fire fighting or police surveillance; and
 - 3. Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs.
- B. Communication Efficiency: To promote the efficient transfer of information in sign messages by providing that:
 - 1. Those signs which provide messages and information most needed and sought by the public are given priorities;
 - 2. Businesses and services may identify themselves;
 - 3. Customers and other persons may locate a business or service;
 - 4. No person or group is arbitrarily denied the use of the sight lines from the public rights-of-way; and
 - 5. Persons exposed to signs are not overwhelmed by the number of messages presented, and are able to exercise freedom of choice to observe or ignore said messages, according to the observer's purpose.
- C. Landscape Quality and Preservation: To protect the public welfare and to enhance the appearance and economic value of the Town and its landscape, by providing that signs:
 - 1. Do not interfere with scenic views;
 - 2. Do not create a nuisance to persons using the public rights-of-way;

3. Do not create a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement; and
 4. Are not detrimental to land or property values.
- D. Aesthetically pleasing appearance:
6. Signs shall be attractive and blend into its setting.
 7. Use of natural construction materials such as brick and stone to enhance the appearance of sign for all citizens.
 8. Small attractive signs create a quaint country-politan appearance.

29.2 DEFINITIONS

The following definitions apply to this chapter:

1. Animated Sign. A sign that uses flashing or moving parts, bright color or light or movement of any kind, smoke, fog, steam or loud or distracting noises. Examples of such signs include pennants, streamers, ballons, search lights, beacons, and flashing lights.
2. Alter. To change the size, shape or outline, intent, or type of sign.
3. Area of Exposure. The area of a building wall facing in one principal direction, including doors and windows contained in the wall, except that where a wall is irregular in plane, the area of an exposure shall be based on the area of a projection of the wall upon a plane parallel with the nearest adjacent public place or parking lot (where the building faces a parking lot). The area of projections shall not include any portion of a roof.
4. Awning. A structure hung from the surface of a building, designed to provide protection from sun, rain, wind and other climatological conditions or to provide decoration to the building facade. An awning is typically composed of canvas, fabric, or other similar lightweight material supported and shaped by a metal or wood frame. An awning shall have a minimum clearance of eight (8) feet above any sidewalk/pedestrian travel surface, and fourteen (14) feet above any vehicular parking or circulation surface.
5. Banner. A type of portable sign that is generally constructed of lightweight plastic, fabric or a similar non-rigid material, and that is mounted/tethered to a building or other structure at one or more edges. A banner typically, (but not always) exhibits a text message and/or a symbol(s) for the business located on the property, or for a product or service provided by that business. National/State or

local government flags are not considered banners (see Flag). (Also see Portable Sign.)

6. Billboard Sign. A sign displaying advertising copy that pertains to a business, person, organization, activity, event, place, service and/or product not principally located or primarily manufactured or sold on the premises upon which the sign is located (i.e., off-premise).
7. Bulletin Board. A permanent sign that identifies an institution or organization on whose premises it is located and which contains greetings, announcements or events, hours, or similar messages which may consist of changeable letters.
8. Canopy. A roof-like structure which is supported by the building to which it is attached, and which is generally open on two or more sides. A canopy shall have a minimum clearance of eight (8) feet above any sidewalk/pedestrian travel surface, and fourteen (14) feet above any vehicular parking or circulation surface.
9. Changeable Copy Sign. A type of non-illuminated temporary sign which generally consists of a changeable/ temporary, promotional placard such as, but not limited to, signs between gasoline pumps at service stations. A sign on which the messages change more than eight times per day shall be considered to be an animated sign, and not a changeable copy sign.
10. Construction Sign. A temporary, accessory sign identifying the property owner, architect, contractor, engineer, landscape architect, decorator and/or mortgagee engaged in the design, construction, and/or improvement of the premises upon which the sign is located.
11. Decorative Display. See Promotional Flags/Pennants and Promotional Signage.
12. Development Signs. A temporary, accessory sign identifying the name and general nature of the development project that is being constructed on the premises upon which the sign is located. A development sign shall be removed when the project is ninety (90) percent complete. In the case of a commercial project, Ninety (90) percent complete@ means when a Certificate of Compliance is issued for a shell building. For a residential project, Ninety (90) percent complete@ means when building permits have been issued on ninety (90) percent of the lots in the subdivision.
13. Dilapidated or Deteriorated Condition. Dilapidated or deteriorated condition shall include instances where:
 - a. Elements of the surface or background can be seen, as viewed from a normal viewing distance (i.e., the intended viewing distance), to have

- portions of the finished material or paint flaked, broken off, missing and/or otherwise not in harmony with the rest of the surface; or
- b. The structural support or frame members are visibly bent, broken, dented or torn; or
 - c. The sign panel is visibly cracked or, in the case of wood and similar products, splintered in such a way as to constitute an unsightly or harmful condition; or
 - d. The sign and/or its elements are twisted or leaning or at angles other than those at which it was originally erected (such as may result from being blown by high winds or from the failure of a structural support); or
 - e. The message or wording can no longer be clearly read by a person with normal eyesight under normal viewing conditions; or
 - f. The sign and/or its elements are not in compliance with the requirements of the National Electrical Code, the Town's Electrical Code, and/or the current Building Code of the Town of Sunnyvale.
14. Directional Sign. A sign designated specifically for the purpose of directing or providing guidance to vehicular and/or pedestrian traffic on private property.
 15. Directory Sign. A sign identifying the name, use, or location of the various services, offices, or activities within a building or a group of buildings.
 16. Early voting period. As defined in Section 85.001 of the Texas Election Code.
Amended by Ord. No. 15-05 on 3/23/2015
 17. Erect. To build, construct, attach, hang, place, suspend or affix, and shall also include the painting of signs on the exterior surface of a building or structure.
 18. Electioneering. As defined in Section 85.036 of the Texas Election Code.
Amended by Ord. No. 15/05 on 3/23/2015
 19. Face Panel or Surface. A surface(s) of the sign upon, against or through which the message is displayed or illustrated on the sign.
 20. Flag. A fabric, banner or bunting containing distinctive colors, patterns, words and/or insignia which is used as a symbol for a government, political subdivision or some other entity.

21. Frame. A support structure which meets all existing wind and load requirements as stated in applicable Sunnyvale codes and ordinances, and which is designed to secure a banner or an interchangeable sign on any or all sides.
22. Garage Sale Sign. Any temporary, promotional sign for the occasional (i.e., not on-going) sale of personal household goods, typically displayed in a residential area or on the property of a non-profit organization.
23. Gross Surface Area. Gross surface area means the entire area within a single continuous parameter composed of a single rectangle enclosing the extreme limits of characters, lettering, illustrations, ornamentations, or other figures, together with any material or color forming an integral part of the display or to differentiate the sign from the background to which it is placed. Structural supports bearing no sign copy shall not be included in gross surface area; however, if any portion of the required structural supports becomes enclosed for decorative or architectural purposes that portion will be included in the total gross surface area of the sign.
24. Identification Sign. A sign which is used to identify the name of a retail shopping center, of a business park, or an industrial, commercial or office center.
25. Illegal Sign. A sign that was erected in violation of any regulation applicable at the time of erection of such sign.
26. Illuminated Sign. A sign which has characters, letters, figures and/or designs that are illuminated by electric lights, luminous tubes or other means, and that are specifically placed to draw attention to, or to provide nighttime viewing of, the subject matter on the sign face.
27. Incidental Sign. A small sign, less than two (2) square feet in surface area, of a noncommercial nature which is intended primarily for the convenience of the public. Included are signs designating restrooms, address numbers, hours of operation, entrances to buildings, public telephones, directions to locations, Help Wanted signs, and so forth. Also included in this group of signs are those designed to guide or direct pedestrians or vehicular traffic to an area or place on the premises of an office building or a business development by means of a directory designating names and addresses only (see Directional Sign).
28. Inflatable Sign. A portable, hollow sign expanded or enlarged by the use of air or gas.
29. Legal Sign. A sign that, when erected, has met all Sunnyvale codes and ordinances pertaining to signs, including this Section of the Zoning Ordinance.

30. Logo Sign. A formalized design or insignia (i.e., symbol) of a company or product, which is commonly used in advertising to identify that company or product.
31. Menu Board. A sign that is used to list items, dishes, meals or specialties to be served.
32. Mobile (or Portable) Sign. See Portable Sign.
33. Monument Sign. A sign having a low profile and made of stone, concrete, metal, routed wood planks or beams, brick or similar materials.
34. Municipally Owned Sign. A sign which identifies a park, an entrance into the Town, a place of interest within the Town, a Town-sponsored event, or any municipally owned site or facility. A municipally owned sign does not include traffic or street identification/name signs.
35. Nameplate. A sign showing only the name and address of the owner or occupant of the premises upon which it is erected or placed. A nameplate shall not exceed four (4) square feet in size.
36. Neon Sign. A sign or advertising device formed from neon (or other gaseous, such as argon) lamps/tubing.
37. Nonconforming Sign. A sign that was lawfully installed in compliance with all Town codes and ordinances that were applicable at the time of installation, but that does not comply with the provisions of this Section of the Zoning Ordinance (and/or other codes or ordinances) of the Town of Sunnyvale.
38. Obsolete Sign. A sign which no longer serves a bona fide use or purpose.
39. On-Premise Sign. A sign identifying or advertising a business, person or activity on the premises, and which is installed and maintained on the same premises as the business, person or activity it advertises.
40. Off-Premise Sign. A sign displaying advertising copy that pertains to a business, person, organization, activity, event, place, service and/or product not principally located or primarily manufactured or sold on the premises upon which the sign is located.
41. Person. A person, firm, partnership, association, corporation, company or organization of any kind.
42. Pole Sign. A free-standing (i.e., independent of any structure or building) sign supported by a pole (or poles) having no guys or braces to the ground or to any other structure.

43. Political Sign. An election sign.
44. Portable Sign. An outdoor advertising display sign supported by uprights or braces in or on the ground, or mounted on a vehicle, trailer or mobile structure, principally used for the purpose of advertising; or any advertising device that is not permanently attached to its support structure via commonly used construction standards. Banners, balloons and other inflatable signs or devices, and other types of temporary signs shall be classified as Portable Signs.
45. Private Property. A dwelling, house, building or other structure designed or used either wholly or in part for private residential purposes, whether inhabited or temporarily or continuously uninhabited/vacant. A private premise shall include any yard, ground, lawn, walk, driveway, porch, steps or mailbox belonging to or appurtenant to such dwelling, house, building or other structure.
46. Prohibited Area. The area within which Texas Election Code Section 85.036(a) prohibits electioneering during the time an early voting or voting place is open for the conduct of early voting or voting.

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47. Projecting Sign. A sign that projects from a building and has one end attached to a building or other permanent structure.
48. Promotional Flags/Pennants. A type of temporary sign that is generally constructed of lightweight plastic, fabric or a similar material; that is mounted/tethered to a building or other structure by a rope, wire, string or similar device, usually in series (i.e., more than one on a string); and that is designed to move in the wind (i.e., flutter) to attract attention. Promotional flags/pennants may or may not exhibit a text message or symbol of any kind, and may be a single color or several colors. For the purposes of this Section, a string of multiple pennants and/or streamers, of whatever length, shall also constitute a Promotional pennant. (Also see Promotional Signage.)
49. Property Line. The line denoting the limits of legal ownership of property.
50. Public Place. Any and all streets, boulevards, avenues, lanes, alleys or other public ways, and any and all public parks, squares, spaces, grounds and buildings.
51. Public Property. Property owned or controlled by a public entity.

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support(s) shall be not less than one-half the width of the sign. The supports shall be faced with the same material as the walls of the main building nearest the sign.

53. Reader-Board Sign. A sign having alternating electronic data, messages and/or control components.
 54. Real Estate Sign. A temporary accessory sign pertaining to the sale or rental of property, and which advertises property only for a use for which it is legally zoned.
 55. Rear Wall. A wall with no main entrances or store fronts, and which does not face the front of the lot (i.e., the street). A building may have a maximum of one rear wall (either in a single wall segment or in several segments which are more or less parallel to one another or which follow the curvature of the overall building).
 56. Right-of-way. An area of land that is dedicated for public use, or an easement or other encumbrances that allows the Town to use the property for a public purpose, to accommodate a transportation system or to supply public infrastructure (including, but not limited to water lines, sewer lines, power lines, and gas lines). Right-of-way for a roadway is presumed to include area five (5) feet behind the curb, or if there is no curb, five (5) feet from the edge of the paved roadway surface. This presumption may be rebutted with proof that the legal description of the area beyond the curb or paved surface containing the political sign is not within the “right-of-way” as herein defined.
- Amended by Ord. No. 15-05 on 3/23/2015
57. Roof Line. The height which is defined by the intersection of the roof of the building and the wall of the building with the following exception: for mansard-type roofs having two (2) slopes, the Aroof line@ shall be defined as the top of the lower slope of the roof. For mansard-type roofs having parapet walls, the roof line shall be the top of the parapet.
 58. Roof Sign. A sign erected upon or above a roof or parapet of a building or structure.
 59. Setback. The horizontal distance between a sign and the front, rear or side property line, as measured from that part of the sign, including its extremities and supports, nearest to any point on any imaginary vertical plane projecting vertically from the front, rear or side property line.
 60. Sight Visibility Triangle/Area. The areas of property on both sides of the intersection of an alley access-way and public right-of-way shall have a triangular visibility area with two (2) sides of each triangle being a minimum of ten feet (10)

in length from the point of intersection (as measured along the property line, not the curb line), and the third side being a line connecting the ends of the other two (2) sides. The areas of property located at a corner formed by the intersection of two (2) or more public street rights-of way shall have a triangular visibility area with two (2) sides of each triangle being a minimum of twenty-five feet (25) in length from the point of the intersection (as measured along the property line, not the curb line), and the third side being a line connecting the ends of the other two (2) sides.

61. Sign (general). A name, number, identification, description/announcement, declaration, demonstration, device, display, flag, banner, pennant, illustration, beacon, light or insignia, and structure supporting any of the same, affixed directly or indirectly to or upon any building, window, door or outdoor structure, or erected or maintained upon a piece of land, which directs attention to any object, product, service, place, activity, person, institution, organization or business. Any interior illuminated or moving sign or light which is visible from the exterior may be determined as being erected on the exterior of the building or structure. (See Definitions and Regulations for Specific Types of Signs for each particular type of sign.)
62. Sign Area. The area (i.e., square footage) of a sign made up of letters, words or symbols within a frame shall be determined from the outside edge of the frame itself. The square footage of a sign composed of only letters, words or symbols shall be determined from imaginary straight lines drawn around the entire copy or grouping of such letters, words, or symbols. Double-faced signs shall be calculated as the area of one side only. Three-dimensional or multi-faceted signs shall be calculated as the maximum area visible from any single direction at any point in time. Signs may be V-shaped, not to exceed a forty-five (45) degree angle, and can have only two sign faces.
63. Stake Sign. A sign that is not permanently attached to the ground or designed to be permanently attached to the ground, including (but not limited to) temporary real estate directional (i.e., bandit) signs. A stake sign is typically placed for the off-premise advertising of, and directing traffic toward, a real estate project/subdivision or a sales event.
64. Street Exposure. The exterior wall, including doors and windows, of a building having its frontage on or facing a public street or facing a parking lot with 12 parking spaces or more. If a building is occupied by more than one person or entity, the street exposure for each portion of the building so occupied is the street exposure of the portion of the building wall included in the space occupied by such occupant.

65. Temporary Sign. A sign, banner, pennant, valance or other advertising device constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials, with or without a frame, and any type of sign that is not permanently attached to the ground, wall or building, and which is intended to be displayed for a short period of time only (i.e., changeable; not permanent).
66. Unified Business Center. A non-residential development, typically developed under a common plan, in which a variety of businesses are linked through common ownership, leasing transactions, shared facilities or other activities on a single lot or on multiple lots deriving from a common plat. To qualify as a Unified Business Center, specifications and maximum dimensions for all project signage shall be submitted to the Administrator and be approved. Unified Business Center signs shall be of higher quality than the minimum required by this Chapter and shall be uniform in appearance. For purposes of this definition, a multi-story office building is not a unified business center.
67. Vehicle. For the purpose of this Section, vehicle shall mean any automobile, truck, camper, tractor, van, trailer or any other device capable of being transported, and shall be considered a vehicle in both moving and stationary modes, irrespective of its state or repair or its physical condition.
68. Wall Sign. A sign attached to or painted upon a wall surface with the sign facing parallel to and not more than twelve (12) inches from the wall surface. A sign attached to or painted upon an awning and visible to the exterior shall be considered a wall sign (also see Awning Sign). Neon (or other gaseous) tubing attached directly to a wall surface shall be considered a wall sign when forming a border for the subject matter, when directing attention to the subject matter, or when forming letters, logos, symbols or pictorial designs.
69. Window Sign. A sign painted or affixed to the exterior (or interior) surface of a window, or located within five feet of the interior side of a window and displayed so it is visible from the exterior of the window and visible from outside the building (e.g., from the street or parking lot).

29.3 PERMANENT SIGNS ALLOWED WITHOUT A PERMIT

The following signs shall be allowed without a permit; provided that, the sign is not prohibited by this chapter; and provided that, the sign complies with Sections 29.10 and 29.11 of this chapter.

- A. Non-illuminated temporary signs; provided, the area of any such sign does not exceed eight square feet;
- B. Allowed non-illuminated signs on single and two family dwellings;

- C. Allowed non-illuminated signs of religious, philanthropic, civic, charitable or private educational institution or organization; provided, the area of any such sign does not exceed eight square feet;
- D. Memorial plaques, building markers, cornerstones, historical plaques, and similar designations displayed for non-commercial purposes; provided that, the area of any such signs does not exceed six square feet;
- E. Signs and pavement markings required by the police, fire or other governmental departments for the safety and convenience of the public;
- F. Street or house number signs not exceeding one and one-half square feet in area;
- G. Non-illuminated directional signs which do not contain a commercial message, logo or illustration, and which do not exceed three square feet in area;
- H. Incidental signs; provided that, they shall not exceed on square foot in area;
- I. Self-supporting portable menu board signs displayed at restaurants or other food service establishments that offer food service for consumption on the premises, subject to the following limitations:
 - 1. The signs shall be no more than 24 inches wide and 36 inches high, including supporting elements.
 - 2. No restaurant or food service establishment shall be allowed more than one such sign.
 - 3. The signs may be displayed only during the hours that the business is open to the public.
 - 4. The signs may be placed on a public sidewalk, provided that they do not extend more than two feet from the face of the building.
 - 5. The signs may only be displayed between March 1 and November 30 of each year.
 - 6. The proposed location of a sign for a restaurant with outdoor seating shall be depicted on the site plan submitted with the application for the outdoor seating permit and the sign shall be placed only in the location specified on the approved outdoor seating plan. Notwithstanding the foregoing, the Town reserves the right to order the relocation or removal of any menu board sign if the Administrator determines that the sign poses a safety hazard for pedestrian or vehicular traffic.

- J. Inside signs other than window signs provided such inside signs are located more than 5 feet from an exterior window that is visible from a public street or alley;
- K. Occupational signs, not exceeding two (2) square feet in area, denoting only the name and profession of an occupant in a commercial building or public institutional building;
- L. On site instructional signs not exceeding four (4) square feet, provided such signs do not contain advertising and are not used as such. Placement of such signs must be approved by the building official;
- M. A municipally owned sign.

29.4 TEMPORARY SIGNS ALLOWED WITHOUT A PERMIT

The following temporary signs shall be allowed without a permit; provided, they meet the requirements of this Section; and provided further, that the area of the sign does not exceed eight square feet:

- A. Non-illuminated real estate signs, advertising the sale or lease of the lot or premises on which they are located; provided that, any such sign shall be less than six feet in height. No more than one such sign shall be allowed on the lot or premises, except that on corner lots, there may be one such sign facing each street. All such signs shall be removed within seven days after the sale or lease of the premises;
- B. Non-illuminated construction site signs identifying the parties engaged in the design and construction on the lot or premises on which they are displayed, subject to the following conditions:
 - 1. Any sign in a residential zoning district shall have an area of no more than eight square feet in area nor shall the top of the sign be more than six feet above grade,
 - 2. Any such sign in a non-residential zoning district shall be no more than sixteen (16) square feet in area nor shall the top of the sign be more than twelve (12) feet above grade,
 - 3. No more than one such sign shall be allowed on the lot or premises,
 - 4. All such signs shall be removed within seven days after completion of the work to which the sign pertains, as determined by the Administrator.
- C. Decorations displayed in connection with civic, patriotic or religious holidays, except that they shall be removed within seven days after the specific holiday;

D. Signs displayed by civic, philanthropic, religious or educational organizations regarding an event sponsored by the organization, subject to the following conditions:

1. No such sign shall be more than thirty-two (32) square feet in area; and
2. Any such signs shall be removed no more than seven days after the election or event for which it was displayed.

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E. Window signs displayed on non-residential premises located in a commercial zoning district to advertise special sales of merchandise or special commercial events, subject to the following conditions:

1. No such sign may be illuminated.
2. No such sign shall be more than eight square feet in area and the total area of all window signs, both temporary and permanent, shall not exceed the ten (10) percent limitation for window signs as provided in this Chapter.
3. No such sign shall be displayed for more than thirty (30) days.

F. Non-illuminated garage sale signs;

1. Signs such as banners, balloons, and similar devices that are displayed on residential property in a single-family residential zoning district to announce a birth, birthday, anniversary or similar special occasion; provided, no such sign shall be displayed more than twelve (12) hours before the occasion, and no such sign shall be displayed for more than forty-eight (48) hours.
2. Temporary construction signs designating architect, engineer, or contractor and other fact relating to the structure under construction and permitted only as accessory to an approved building permit for the project. Maximum size, sixty (60) square feet, ten (10) feet in height. Sign may be erected and maintained for a period not to exceed 60 days prior to commencement of construction and removed before issuance of certificate of occupancy.

G. Political signs, subject to the provisions of Section 29.11(C) of this Chapter.

Amended by Ord. No. 15-05 on 3/23/2015

H. Removal of Signs. All signs permitted by this Section shall be removed by the person displaying it. The Administrator is authorized to remove any such sign that has not been removed within the time limits established by this Section

whenever such removal can be accomplished without entering a non-public portion of any building. In addition to any other penalty provided by this code, the person responsible for the posting or displaying of such sign shall pay the Town for the removal, such fee to be established by resolution of the Town Council

29.5 EXEMPT SIGNS

The provisions of this chapter, except those regulations relating to safety and maintenance, shall not apply to the following types of signs:

- A. Official notices of any court or public office and legal notices posted;
- B. Traffic signs or other signs erected or maintained by a governmental body or agency;
- C. Special event signs on or over public property when permitted by the Town Council;
- D. Holiday decorations, signs or other material temporarily displayed on traditionally accepted Town, patriotic or religious holidays. Such signs or material shall be removed within ten days after the end of the holiday.
- E. Flags, emblems and insignia of the United States and governmental agencies and offices, including corporate flags, limited to one corporate flag when accompanied by a United States or state flag (corporate flags may not exceed the size of the accompanying flag); emblems and insignia of any state or local governmental body; decorative displays for holidays or legal public demonstrations which do not contain advertising and are not used as such. Refer to Chart 29.1 for maximum size and height allowed;
- F. Subdivision identification signs that have been approved as part of a preliminary or final plat.

29.6 PROHIBITED SIGNS

The following signs are prohibited within the Town of Sunnyvale:

- A. Signs displaying obscene, indecent, or immoral matter.
- B. Signs obstructing doors, windows or fire escape routes.
- C. Signs attached to standpipe or fire escapes.
- D. Animated signs.

Animated signs or similarly constructed signs shall not be allowed except those permitted in connection with civic, patriotic, or religious holidays. Alternating electronic data control components showing time and temperature or public service announcements may be allowed.

E. Signs interfering with traffic.

It shall be unlawful to erect, relocate or maintain any sign in such a manner as to obstruct free and clear vision at any location whereby, by reason of position, size, movement, shape, color, flashing, manner or intensity of illumination, such sign may interfere with vehicular or pedestrian traffic. Further, it shall be unlawful to erect or maintain any sign in such a manner as to interfere with, obstructing the view of, or be confused with any authorized traffic sign, signal or device. Accordingly, no sign shall make use of the words “stop”, “go”, “look”, “slow”, “danger”, or any other similar word, phrase, symbol or character, or employ any red, yellow, orange, green, or other colored lamp of light in such a manner as to cause confusion to or otherwise interfere with vehicular or pedestrian traffic.

F. Vehicular signs.

1. It shall be unlawful to attach any sign to a trailer, skid, or similar mobile structure, where the primary use of such structure is to provide a base for such sign or constitute the sign itself. This provision does not restrict the identification signs on vehicles used for bona fide transportation activity.
2. Signs attached to or upon any vehicles shall be prohibited where any such vehicle is allowed to remain parked in the same location, or in the same vicinity, at frequent or extended periods of time, where the intent is apparent to be one of using the vehicle and signs for purpose of advertising an establishment, service or product. Vehicles operating under any town franchise shall be excluded from this provision.
3. Signs placed on or affixed to vehicles and/or trailers which are parked on public right-of-way, public property, or private property so as to be visible from a public right-of-way, where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property, are prohibited, regardless of the size of the sign.
4. Any vehicle with signage that covers more than 10 percent of the horizontal surface area of the vehicle shall be considered to be a vehicle whose apparent purpose is for the purposes of advertising. Measurement of sign area shall be according to Section 29.10. Lettering on vehicular signs may be measured as for “individual cut out letters” only where the letters are painted directly on the factory applied vehicle finish and where no sign border or sign background coloring has been used.

5. Non-conforming vehicular signs may be placed or parked in a residential zoning district for a period not to exceed 3 days in a single month. Non-conforming vehicular signs may be placed or parked in a non-residential zoning district or area used for non-residential purposes provided they are placed behind a screening fence that totally obscures the sign or is located behind face of the building that is located nearest the building line that is adjacent to a public street.
- G. Signs on the rear wall of a building other than incidental signs.
- H. Billboards and other off-premise signs.
- I. Advertising matter placed on or suspended from buildings, poles, and sidewalks.
- No person shall place on or suspend from any building, pole, structure, sidewalk, parkway, driveway or parking area, any goods, ware, merchandise or other advertising object or structure for the purpose of advertising such items, other than as a sign as defined, regulated and prescribed by this chapter, except as otherwise allowed by this chapter. No person shall attach any sign, paper or other material, or paint, stencil or write any name, number (except house numbers) or otherwise mark on any sidewalk, curb, gutter, street, utility poles, public building, fence or structure except as otherwise allowed by this chapter.
- J. Painting or markings on streets, sidewalks, or utility poles.
- K. Advertising matter attached to fences, utility poles. No person shall past, stick, tack, nail or otherwise place an advertisement, handbill, placard or printed picture on written matter or thing for political advertising or other advertising purposes upon any fence, railing, sidewalk, or public telephone, electric or other utility poles, or any other public property, including trees thereon, or knowingly cause or to permit the same to be done for his benefit.
- L. Roof signs. Signs that are attached to the roof of any building, or that are located upon or above a roof, or above the eave line of a roof.
- M. Pole or ground signs on or over public property. No portion of any sign shall be erected on or over public property unless the same be erected by the Town, or with the permission of the Town, for public purposes.
- N. Signs located within the sight visibility triangle/area.
- O. Signs that advertise or direct attention to a business, commodity, service or entertainment conducted or offered for sale at a place other than the premises on which the sign is located. This prohibition shall not apply to signs that are located inside a building and direct attention to non-commercial events or organizations.

- P. Internally illuminated signs where the illumination source (bulbs, neon or other gas tubes, fluorescent tubes, etc.) is visible except for the following:
1. Signs with an area of one square foot in area or less.
 2. Trim strips that do not form words or symbols.
- Q. Internally illuminated signs located on commercial or industrial zoned property except the following sign types:
1. A sign constructed using individual cut-out letters.
 2. A monument sign.
 3. Individual sign elements of a directory sign.
 4. Incidental sign.
 5. A qualifying logo sign.
 6. A menu board sign.
 7. Any sign less than 3 square feet in area.
- R. Signs painted directly on the wall of a building, fence or similar structure.
- S. Wooden pole structures and signs constructed of wood, paper, cloth, fabric or similar material of limited durability except for temporary signs, allowed awning signs, and flags.
- T. Any electrified or internally illuminated sign that is visible from a street or public way that advertises beer, wine, liquor, tobacco, or products associated with sexually oriented businesses. No sign nor stacks of these products may be placed within 10 feet of an exterior door or window so as to be visible from a street or public way.
- U. Translucent awnings and signs placed on translucent awnings.
- V. Any sign placed or erected on commercial or industrial property by other than a licensed sign contractor.
- W. Changeable copy signs, other than gasoline price signs erected at automobile service stations, incidental signs, portable menu board signs, and that portion of bulletin board signs erected in accordance with this Chapter.

- X. Signs displayed on the building or premises of a religious, philanthropic, civic, charitable or private educational institution or organization or any private club, except for the following:
1. Signs exempted from this chapter;
 2. Signs allowed without a permit;
 3. Temporary signs permitted pursuant by this Chapter;
 4. Signs, identifying the name or nature of the institution or organization; and
 5. Bulletin board and changeable copy signs.
- Y. No sign shall be displayed on any building or premises or part of such building or premises used for residential purposes, regardless of the zoning district in which it is located, an on any vehicles parked or stored on such residential property so as to be readily visible to the general public; except for the following permitted signs:
1. Signs exempted from this chapter;
 2. Signs allowed without a permit;
 3. Temporary signs allowed under this Chapter;
 4. One nameplate sign not exceeding one and one-half (1.5) square feet in area;
 5. Non-commercial signs behind or affixed to windows and doors, including signs prohibiting solicitors and identifying security services; and
 6. Lawn signs prohibiting solicitors or identifying security services.
- Z. Any sign not specifically permitted under this chapter is prohibited.

29.7 PERMIT AND LICENSE PROCEDURES AND FEES

A. Administration.

The provisions of this Section shall be administered and enforced by the Building Official or designated representative of the Town of Sunnyvale. The permittee, licensee, owner, agent, person or persons having the beneficial use of the sign, the owner of the land or structure upon which the sign is located, and the person in charge of erecting the sign are all subject to the provisions of this Section.

B. Duty to Obtain Sign Permit for New Sign.

It shall be unlawful for any person to erect, replace, enlarge or relocate any sign within the Town without complying with the requirements set forth in this Chapter, the other requirements set forth in this zoning ordinance, and without first obtaining a sign permit from the Building Official, except as may be hereinafter provided. Any sign permit is void if it is issued in conflict with the provisions of this Chapter. All sign construction shall conform to the adopted Building Code. A sign permit expires unless the construction authorized by the permit is commenced within 90 days after the date the permit is issued, and unless such construction is completed within 120 days after the date the permit is issued.

C. Duty of Existing Sign Owner to Obtain Permit

The owner of a sign existing on the effective date of this ordinance for which no sign permit is in effect on such date shall apply to obtain such permit within thirty (30) days thereof from the Building Official. In the case of a lawful non-conforming sign, the Building Official shall issue a permit consistent with the rights to continue such sign, as provided in section 29.5.

D. Building Code Applicable.

All sign construction shall conform to the adopted Building Code.

E. Applications for Permits.

All applications for permits shall include a drawing to scale of the proposed sign (including size, colors and design) and all existing signs maintained on the premises and visible from the right-of-way, a drawing(s) of the lot plan and/or building facade indicating the proposed location(s) of the sign, and sign specifications. Applications shall be made to the Building Official on forms provided by the Town. If a site plan is required, the sign location shall also be shown on the site plan drawing.

F. Fee Required.

Fees for a permit to erect, alter, replace or relocate a sign shall be as provided by separate ordinance.

G. Repair Permit (Nonconforming Signs).

It shall be unlawful for any person to repair or make alterations to any nonconforming sign without first obtaining a repair permit and making payment of the fee required. Fees for a permit to repair shall be as provided by separate ordinance.

H. Permit Revocation.

1. Pursuant to the procedures of section 21.9, the Building Official may suspend or revoke any permit or license issued under the provisions of this Section whenever he shall determine that:
 - a. The permit or license is issued in error or on the basis of incorrect or false information supplied;
 - b. Whenever such permit or license is issued in violation of any of the provisions of this Section or any other ordinance of the Town of Sunnyvale or the laws of this State or of the federal government; or
 - c. Whenever a sign has been constructed in violation of the permit or the regulations in effect at the time the sign was constructed.
2. Such suspension or revocation shall be effective when communicated in writing to the person to whom the permit or license is issued, the owner of the sign, or the owner of the premises upon which the sign is located. Any sign installed under a revoked permit shall be removed by the permit holder, sign owner or property owner within fifteen (15) days of written notice of the revocation, or reconstructed in accordance with the terms of the permit or regulations in effect at the time the sign was constructed.

I. Inspections

1. All signs for which a permit is required shall be subject to inspection by the Building Official.
2. Footing inspections may be required by the Building Official for all signs having footings.
3. All signs containing electrical wiring shall be subject to the provisions of the governing Electrical Code, and the electrical components used shall bear the label of an approved testing agency.
4. The Building Official may order the revocation of any sign permit and/or the removal of any sign that is not maintained in accordance with the provisions of any Town ordinance.
5. The Building Official may inspect annually, or at such other times as he deems necessary, each sign regulated by this Section for the purpose of ascertaining whether the same is secure or unsecure, whether it still serves a useful purpose, and whether it is in need of removal or repair.

J. Investigation Fee.

When a sign is erected, placed or maintained, or work started thereon before obtaining a sign permit, it shall be subject to an investigation fee as specified by separate ordinance. The investigation fee does not excuse full compliance with the provisions of this Section.

K. Electrical Permit.

Prior to issuance of a sign permit for a sign in which electrical wiring and connections are to be used, an electrical permit must be obtained according to the existing fee schedule. The electrical inspector shall examine the plans and specifications submitted with the application to insure compliance with the Electrical Code of the Town. No sign shall be erected in violation of the Electrical Code. However, the sign contractor may tie the sign to an existing power source or power provided by an electrician that has permitted the job. The electrical power supply for a sign must be placed underground within an acceptable type of conduit, and shall be concealed from view (i.e., it cannot be strung as an overhead line). No temporary electrical service for signs shall be allowed.

L. Identification.

Every permanent sign erected after the effective date of this ordinance shall have non-ferrous metallic engraved nameplate in a conspicuous place thereon, in letters not less than ¼ inch in height, the date of erection, the permit number, voltage, and name of the maker or erector. Where mounting the nameplate on the sign is impractical, the nameplate shall be mounted as near as possible to the sign in a visible location.

M. Maintenance.

All signs and advertising structures shall be maintained in good and safe structural condition, shall be painted on all exterior parts, unless coated or made of rust resistant material, and shall be maintained in good condition of appearance. If, upon inspection by the building official, a sign is not found to conform to the above, or is found to be in a Dilapidated or Deteriorated Condition as defined herein written notice shall be given to the owner giving the owner thirty (30) days to either put the sign in acceptable condition or remove the sign.

N. License for Sign Contractor

It shall be unlawful for a person to engage in the business of installing, constructing, erecting, maintaining, demolishing, or repairing signs within the Town without first obtaining a license from the Building Official. An application for a sign contractor=s license must be accompanied by payment of a license fee, the amount of which shall be as provided by separate ordinance, and by a surety

bond in the amount of \$5,000.00. The bond must be in a form acceptable to the town attorney and shall be conditioned for the installation, construction, erection, maintenance, demolition, or repair of signs in accordance with the ordinances of the Town and the laws of the State and the United States, and shall provide for the Town=s indemnification for any all damages or liability which may accrue against it by reason of faulty installation, construction, erection, maintenance, demolition, or repair of a sign for a period of one (1) year after the sign=s installation, construction, erection, demolition, or repair, or for such time that the sign is maintained or service by the licensee. The bond shall provide for the indemnification of any person who shall, while upon public property or in a public place, incur damage for which the principal named in the bond is legally liable.

O. Cancellation of Sign Contractor License

Upon recommendation of the Building Official, the Town Administrator may cancel the license of a sign contractor who persistently violates the requirements of this Chapter. Conviction in municipal court, whether appealed or not, on three (3) or more violations of this Chapter during a period of two (2) years shall constitute evidence of persistent violations. A sign contractor whose license is canceled pursuant to this Section shall not be eligible to renew the license until all such violations have been cured. Upon curing the violations, the contractor may apply for renewal of the canceled license, provided that the contractor shall furnish an additional bond in the amount of \$5,000.00 guaranteeing compliance with this Chapter, and that the contractor shall furnish a renewed compliance bond within two (2) years after the date the license is renewed.

29.8 REMOVAL OF SIGNS

A. Removal of Obsolete Signs.

Except for lawfully non-conforming signs, all signs relating to a product no longer available for purchase by the public and all signs relating to business which has been closed for at least six (6) months shall be deemed obsolete. Obsolete signs shall be removed or, at a minimum, all advertising copy shall be removed, and painted wall signs shall be painted over with a color that resembles or matches the wall. If the owner of , or person responsible for the sign, or the tenant closing the business fails to remove or paint over the sign, the owner of the premises shall be responsible and the work shall be done within thirty (30) days following the date of obsolescence.

B. Removal or Repair of Unsafe Signs and Signs Erected in Violation of Regulations.

1. Any sign that is unsafe, unsecure or a menace to the public shall be removed or made to conform to the provisions of this Chapter.
2. Any sign which was erected in violation of the Town=s regulations at the time the sign was erected shall be removed or made to conform to the provisions of this Chapter.
3. Any sign for which the sign permit was revoked on grounds set forth in section 29.9 shall be removed or made to conform to the provisions of this Chapter.

C. Removal Procedures.

1. If the Building Official determines that any sign should be removed under this section, he shall give fifteen (15) days written notice to the sign permit holder, owner, agent or person having the beneficial use of the premises and/or the sign (sign owner) that the sign should be removed or made to conform to the provisions of this Chapter. The Building Official may specify a reasonable amount of time for the sign owner to repair or reconstruct the sign to meet the requirements of this Chapter.
2. The Building Official may cause any sign which is deemed to be an immediate hazard to persons to be removed summarily and without notice.
3. If the sign owner does not remove the sign or give written notice of his intent to repair or reconstruct the sign in accordance with the terms in the notice within such fifteen-day period, the Building Official shall enter the property upon which such sign is located, and to cause the removal of such sign.
4. The owner of the land, building or structure to which such sign is attached and upon which it is erected and/or the owner/permit holder of such sign are jointly and severally liable for any expense incurred in removal of the sign.

29.9 NONCONFORMING SIGNS

- A. A sign which existed lawfully on the effective date of this Chapter and which does not conform to the regulations prescribed herein, or any sign which existed lawfully immediately prior to the effective date of an amendment to this Chapter and which does not conform thereafter, shall be deemed a nonconforming sign. A sign existed lawfully on the effective date of this Chapter if the sign was in compliance with all regulations under which it was authorized. A nonconforming sign may continue to be used and repaired, but shall not be altered or moved unless made to conform to the provisions of this Chapter. If the nonconforming sign is removed or destroyed, any new sign or rebuilding of the existing sign must conform to the requirements of this Chapter. A nonconforming sign is subject to all permit procedures as set forth in section 29.7.
- B. The right to continue any nonconforming sign shall cease and such sign shall be removed within fifteen (15) days of the occurrence of any of the following events:
1. For on-premises signs affixed to a building only, a change of property ownership and/or business occupancy occurs, or any of the events in section 29.8(A) occur;
 2. A sign is altered, moved or relocated without a permit pursuant to the provisions of this Chapter;
 3. A sign, or a substantial part of it, is damaged, defaced, dismantled or destroyed and the cost to repair it exceeds sixty percent (60%) of the cost of erecting a new sign of the same type at the same location on the date of damage.
 4. A sign which is normally perpendicular (90°) to the ground leans such that an angle between the sign and the ground is seventy-five degrees 75° or less (or, for a sign that was purposefully placed at an angle upon installation, its angle to the ground decreases by 15° or more; no sign, regardless of its original installation angle, shall be allowed to exist at less than a forty-five degree angle to the ground for public safety reasons).
 5. Any condition occurs which would have been cause for removal of the sign under the sign regulations in effect when the sign was erected.
 6. The sign becomes unsafe and removal is necessitated under section 29.8(B).
- C. Any sign designated by official action of the Town as having special historic or architectural significance is exempt from the provisions of this Section.

- D. A nonconforming sign situated on a property acquisition initiated by the Town may be temporarily relocated on-site provided the sign is later removed or rebuilt to conform to this Section (and any other applicable Sunnyvale codes /ordinances) within twenty-four (24) months following relocation of the sign. Relocation is limited to the same physical sign with no increase in height, area or change in other physical attributes. For the purposes of this provision, Aa property acquisition initiated by the Town@ does not include right-of-way dedicated during the subdivision platting process.

29.10 SIGN STANDARDS FOR ZONING DISTRICTS

- A. Incorporation of Charts.

Chart 29.1 Permanent Sign Regulations, and Chart 29.2 Temporary Sign Regulations, hereby are incorporated by reference. Except for signs exempted from the requirements of this Chapter by Section 29.5, only those types of signs listed in Charts 29.1 and 29.2 are authorized under these zoning regulations.

1. The application of the standards set forth in Charts 29.1 and 29.2 shall be governed by the rules contained in this Section. Particular types of signs are subject to additional regulations, as set forth in Section 29.11.
2. The number of signs authorized by sign type in Charts 29.1 and 29.2 is further limited by aggregate sign area standards contained in subsection B of this section.

- B. Aggregate Sign Area.

1. Notwithstanding the number of signs authorized by type in Charts 29.1 and 29.2, the total aggregate sign area for any residential structure shall not be greater than 5% of the aggregate area of street exposures.
2. The total aggregate sign area for any non-residential structure shall not be greater than 10% of the aggregate area of the street exposures.

- C. Limitation of Signs by Zoning District.

The zoning districts in which particular types of signs are authorized and the standards applicable to such signs within each district shall be as provided in Charts 29.1 and 29.2. Regulations for a particular type of sign may vary according to the district in which the sign is located, as further provided in Section 29.11.

- D. Sign Height.

No sign shall exceed the maximum height, expressed in linear feet, as provided in Charts 29.1 and 29.2. Maximum height of signs may be further limited by provisions governing particular types of signs in Section 29.11.

E. Top of Sign Height.

No sign shall exceed the maximum top of sign height, expressed in linear feet measured from top of the sign to the ground, pavement, or sidewalk nearest the sign including supports as provided in Charts 29.1 and 29.2. Maximum height of signs may be further limited by provisions governing particular types of signs in Section 29.11.

F. Maximum Sign Area.

The maximum sign area for each type of authorized sign, expressed in square feet, shall be as specified in Charts 29.1 and 29.2. Maximum sign area may be further limited by provisions governing particular types of signs in Section 29.11.

G. Sign Placement

All signs shall be placed as provided in Charts 29.1 and 29.2. Except as otherwise expressly provided in the charts, sign placement limitations shall be in the form of a setback from street right-of-way expressed in linear feet. Sign placement may be further limited by provisions governing particular types of signs in Section 29.11.

H. Maximum Number of Signs

1. The maximum number of signs by sign type shall be as provided in Charts 9.2. Unless otherwise qualified in the charts or provided for in a Planned Commercial (PC) District, the number of signs specified shall be per use authorized under the zoning district regulations.
2. The maximum number of signs may be further limited by provisions governing particular types of signs in Section 29.11.
3. No permanent, non-exempt sign shall be allowed for any residential use, regardless of the district in which the use is located, or for any non-residential use, except for churches and schools, authorized in a residential district.

I. Duration of Signs

Permanent signs shall be of indefinite duration. The duration of a temporary sign shall not exceed that provided in Chart 29.2.

J. Measurement of Signs.

1. Measurement of area. The measurement of sign areas shall be as follows:
 - a. Square or rectangular signs--Length times height of sign;
 - b. Irregular shaped signs--Area of rectangles or triangles or combination thereof necessary to enclose the sign face;
 - c. Sign composed of individual cut out letters - Area of rectangle or square needed to enclose all letters.
2. Measurement of distance. Whenever minimum distance between signs is indicated, this means horizontal distance measured from the points as if each sign touched the ground.

K. Design.

All signs shall be designed and constructed to withstand wind pressures as outlined in the building code of the Town, and engineered designs are required by the building official to bear the seal of an engineer licensed to practice in the state. No sign structure shall contain more than two (2) sign face panels facing (i.e., exposed; readable) in the same direction.

L. Illumination

1. No sign shall be illuminated to such an intensity or in such a manner as to cause a glare or brightness to a degree that it constitutes a hazard or nuisance.
2. No lighted sign shall be erected within 150 feet of a residential district unless the lighting is shielded from view of the residential district.
3. A sign in a residential district shall be illuminated in such a manner so as not to produce intense glare or direct illumination across the property line.
4. Illuminated wall signs and canopy signs shall be constructed from metal framed individual cut out letters, each separately internally illuminated.
5. No externally illuminated signs shall be permitted except for monument signs that have exterior surfaces constructed from 100 percent masonry.

M. Non-illuminated Signs.

The construction standards for permanent non-illuminated signs located in non-residential zoning districts shall be the same as for illuminated signs as described in the paragraph above.

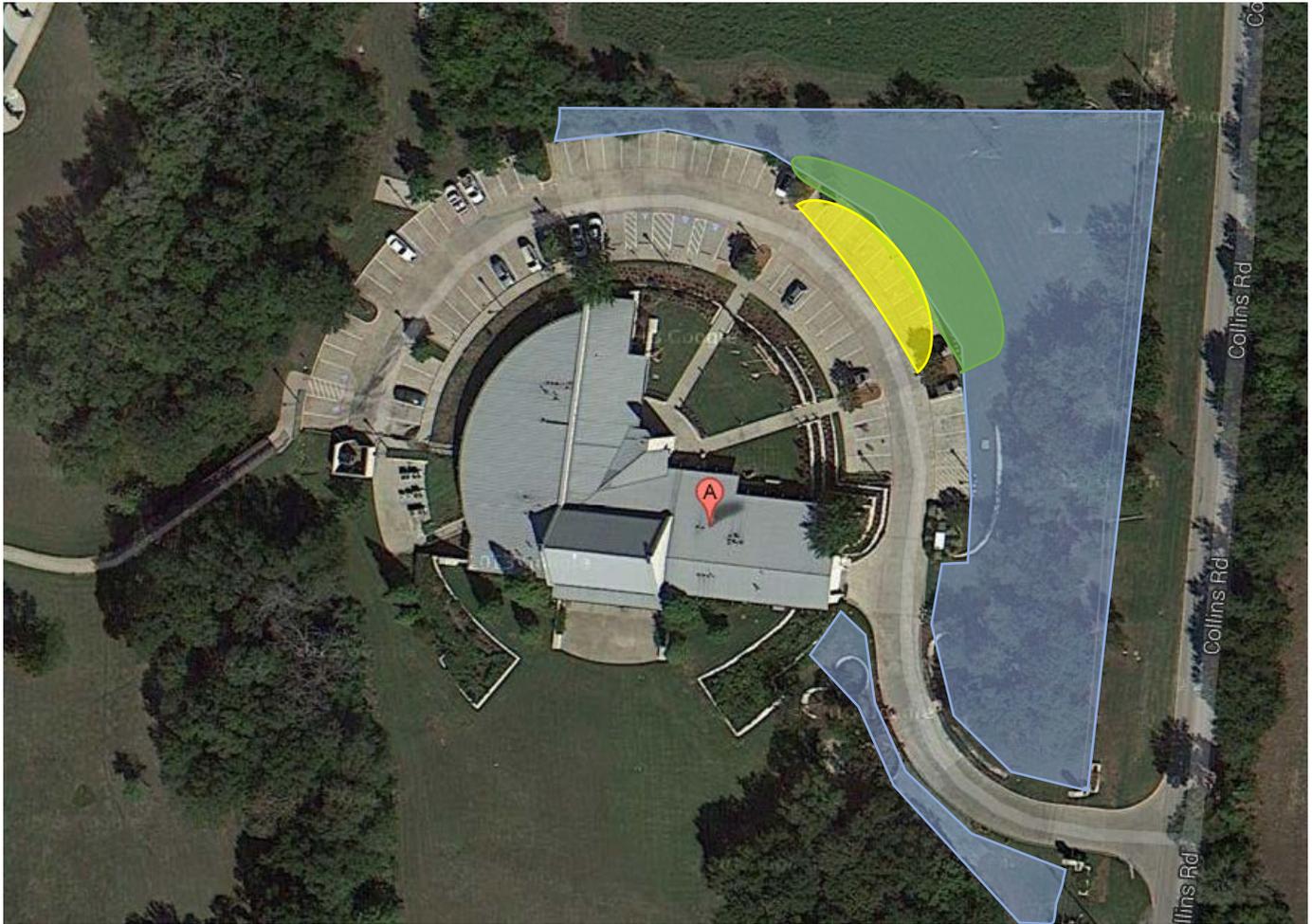
N. Lettering.

Lettering size shall not exceed 12" in residential.

O. Permits and Fees.

1. For all permanent, non-exempt signs, a sign permit and sign fee shall be required.
2. For all temporary, non-exempt signs, the necessity of obtaining a sign permit shall be as provided in Chart 29.2. A sign fee shall be required whenever a sign permit is required.

FIGURE 29.1 ELECTIONEERING ON PUBLIC PROPERTY USED AS A POLLING PLACE



Permitted Area for Tents, Canopies



Permitted Area for Signs during Early Voting Period, and Election Day



Permitted Area for Signs on Election Day Only

Chart 29.2 - PERMANENT SIGNS

Type of Sign	Zoning Districts Permitted	Maximum Height	Maximum Size/Area	Placement (Setback)	Maximum Number
Awning (see 1)	All non-residential districts	4 ft.	Width not greater than 75% of the width of the awning and total area not greater than 5% of the street exposure of the building	On awning or other advertising structure attached to building	No limit
Canopy (see 1)	All non-residential districts	Top of sign not higher than canopy	Width not greater than 75% of the width of the awning and total area not greater than 5% of the street exposure of the building	Attached to canopy	1 per canopy face
Directional	All non-residential districts	4 ft. to top of sign	12 sq. ft	15 ft.	2
Directory	All non-residential districts	10 ft. to top of sign	3 sq. ft per occupant	25 ft.	1
Flag (governmental)	All districts	20 ft. to top of sign	24 sq. ft.	30 ft.	2
Flag (corporate)	All non-residential districts	20 ft. to top of sign	24 sq. ft. and not larger than governmental flag	30 ft.	2
Flag (non-commercial)	All non-residential districts	20 ft. to top of sign	24 sq. ft.	30 ft.	2

Chart 29.2 - PERMANENT SIGNS

Type of Sign	Zoning Districts Permitted	Maximum Height	Maximum Size/Area	Placement (Setback)	Maximum Number
Identification	All non-residential districts; farms and ranches over 3 acres in area	16 ft. to top of sign; 14 feet clearance for signs over driveways	24 sq. ft. for non-residential districts; 9 sq. ft. for farms and ranches in residential districts	40 ft.	1
Logo Sign	All non-residential districts	6 feet	Not greater than 1% of the area of Street Exposure	Attached to structure	1 for each 50 feet of width or fraction hereof of width of Street exposure
Menu Board Sign	All non-residential districts	6 feet to top of sign	50 sq. ft per side	50 ft.	2 (see 5)
Monument Sign (see 1)	All districts	4 ft. for residential districts; 6ft. for non-residential districts, except 8 ft. for HC, I	42 sq. ft.	20 ft. for residential districts; 10 ft. for non-residential districts	1
Projecting (see 1)	All non-residential districts	16 ft. to top of sign	24 sq. ft.	40 ft.	1
Pylon (see 1)	All non-residential districts	25 ft., except 50 ft. in HC	200 sq. ft.	Varies from 15-50 ft.	1
Reader-Board	All non-residential districts	10 ft. to top of sign	24 sq. ft.	25 ft.	1

Chart 29.2 - PERMANENT SIGNS

Type of Sign	Zoning Districts Permitted	Maximum Height	Maximum Size/Area	Placement (Setback)	Maximum Number
Wall	All non-residential districts	6 ft.	Width not greater than 75% of the width of the street exposure and total area not greater than 5% of the area of the street exposure	Attached to structure	1 for each 50 feet of width or fraction thereof of street exposure (see 4)
Window	All non-residential districts	No limit	Total area of the sign(s) shall not exceed 10% of the area of the window section or window pane on which the sign(s) are located	Inside or outside window	No limit

Notes:

1. See Section 29.11 for additional regulations for particular types of signs.
2. Setbacks for signs shall be measured from the property line.
3. The total area of street exposure may not be used to determine the maximum number of wall signs. Only the street exposure of the face of the building on which the sign is attached may be used to determine the number of wall signs that may be placed.
4. Where the requirements of the Unified Business Center have been met, one wall sign may be erected for each leased space.
5. Double-sided menu board signs are to be counted as 2 signs.

Chart 29.2 - PERMANENT SIGNS

Type of Sign	Zoning Permitted	Maximum Height	Maximum Size/Area	Placement (Setback)	Maximum Number	Duration	Permit Required
Banner	All non-residential districts	At or below drip line	36 sq. ft. in HC and I; 16 ft. High, 24 ft. maximum sq. ft.	Attached to building	1	2 per year, 30 day limit each	Yes
Construction	All except FP	10 ft.	25 sq. ft.	20 ft.	One per street front	Indefinite. Remove with C.O.	Yes
Construction Identification	All except FP	10 ft.	25 sq. ft.	20 ft.	One per street front	60 day prior and remove at C.O.	Yes
Decorative Display	All non-residential districts	20 ft.	100 sq. ft.	20 ft.	2	2 –2 week periods per year	Yes
Development	All except FP	10 ft.	24 sq. ft.	30 ft.	1 per 50 acres	Indefinite. Remove when 90% built out.	Yes
Political	All districts	8 ft. in all districts	18 sq. ft. (each side) for a double sided sign and 36 sq. ft. for single sided signs in all districts	No on fences, nor within the site visibility triangle/area. Shall not be placed within the right-of-way.	No limit	Not more than thirty (30) days prior to the first day of early voting and no more than seven (7) days after Election Day.	No

Chart 29.2 - PERMANENT SIGNS

Type of Sign	Zoning Districts Permitted	Maximum Height		Maximum Size/Area	Placement (Setback)		Maximum Number
		Maximum Height	Maximum Area		Placement (Setback)	Maximum Number	
Garage Sale	All districts	3 ft.	4 sq. ft.	Neither on utility poles not in public R.O.W.	6	Between 5:00 PM before and 8:00 AM after sale	No
Model Home Sign	Residential districts	6 ft.	16 sq. ft.	Variable	Variable	Model home C/O	Yes
Portable	LRGB	6 ft.	40 sq. ft.	Not in public R.O.W. nor within 35 ft. of a driving surface	1	2 – 2 week periods each year (One per quarter)	Yes
Promotional	All non-residential districts	10 ft.	40 sq. ft.	25 ft.	2	2 – 2 week periods per year	Yes
Real Estate	All except FP	4 ft. residential 10 ft. commercial	24 sq. ft.	20 ft. for residential districts; 25 ft. for non-residential districts commercial	1 per street frontage	Until property is sold/rented	No
Stake	All districts	3 ft.	6 sq. ft.	Not in a public R.O.W.	2 per 50 ft. frontage; 2 max. per lot	5:00 PM Friday >til 8:00 AM Monday	No

29.11 ADDITIONAL REGULATIONS FOR PARTICULAR TYPES OF SIGNS

The following regulations pertain to specific types of signs, as defined in Section 29.2.

A. Awning Sign.

The copy/artwork on an awning sign shall not exceed the area and size that are allowed for a wall sign on the wall upon which it is attached, and the copy/artwork shall not be illuminated. However, the total area of wall signs and awning signs on any wall surface shall not exceed the area and size allowed for a single wall sign, and any awning sign shall not exceed seventy-five (75) percent of the awning's surface area.

B. Canopy Sign.

A canopy sign may be placed upon or be an integral part of the face of a canopy. The sign may consist of only the name and/or logo of the business at the location of the canopy. An illuminated stripe may be incorporated into a canopy. The stripe may extend along the entire length of the face of the canopy. The width or thickness of the stripe shall be limited to one-third (1/3) of the vertical dimension of the face of the canopy. The internal illumination of a canopy is limited to the portions of the canopy face upon which a sign or illuminated stripe is permitted.

C. Political Sign.

1. General Provisions

- (a) Political signs are temporary in nature and may be displayed not more than thirty (30) days prior to the first day of early voting and no more than seven (7) days after Election Day, unless otherwise specified in this Chapter.
- (b) Political signs shall be made of weather resistant material.
- (c) Political signs shall not be attached to any fence.
- (d) There shall not be a limit to the number of signs allowed per property, unless otherwise specified in this Chapter.
- (e) Political signs shall not be placed within the right-of-way.
- (f) Political signs shall not obstruct the view of vehicular or pedestrian traffic as determined by the sight visibility triangle/area.
- (g) Signs placed in any State right-of-way are subject to State laws and regulations.
- (h) All signs placed in violation of this Chapter may be removed by the Town and may be disposed of at any time fifteen (15) days after the Election day.

2. Political Signs in Residential and Agricultural Zones

- (a) Political signs are permitted in all residential zones.
- (b) Political signs shall be free standing,

- (c) Political signs shall have a maximum height of eight (8) feet and a maximum area of eighteen (18) square feet per side for a double-sided sign or thirty-six (36) square feet for a single-sided sign.

3. Political Signs in Nonresidential Zones

- (a) Political signs in this classification shall have a maximum height of eight (8) feet and a maximum area of eighteen (18) square feet per side for a double-sided sign or thirty-six (36) square feet for a single-sided sign.
- (b) Political signs may be freestanding or displayed in a window.

4. Electioneering on public property used as a polling place.

(a) Early Voting.

(1) Signs.

During the period for early voting, a maximum of two (2) temporary political signs for each candidate, measure, or political party may be placed within the designated early voting electioneering area of the early voting or voting polling place building's premises which is also outside the prohibited area. The designated area for sign placement is noted on Figure 29.1 as attached. Such two (2) signs shall have a combined maximum area of twenty-four square feet but may contain the same message on both sides. Such signs must be placed in the designated area for signs in a manner so as not to block or obscure other political signs. Such signs shall only be allowed from 7:00 a.m. on the beginning of the early voting period until 7:00 p.m. on Election Day at which time the signs shall be removed by the person or organization placing them.

(2) Tents or Canopies

Tents or canopies are permitted only in the designated electioneering area noted on Figure 29.1, on Saturdays in which early voting is taking place. Such items must be placed in the designated electioneering area and shall only be allowed from 7:00 A.M. on the beginning of the designated early voting Saturday, until 7:00 P.M. on the designated early voting Saturday, at which time the items shall be removed by the person or organization placing them.

(b) Election Day

(1) Signs.

During Election Day, a maximum of five (5) temporary political signs, including any signs placed in the designated

location for signage during early voting, for each candidate, measure, or political party may be placed within the designated electioneering area of the voting polling place building's premises which is also outside the prohibited area. The designated area for sign placement is noted on Figure 29.1 as attached. Such five (5) signs shall each have a maximum area of twenty-four square feet but may contain the same message on both sides. Such signs must be placed in the designated area for signs in a manner so as not to block or obscure other political signs. Such signs shall only be allowed from 7:00 a.m. on the beginning of Election Day until 7:00 p.m. on Election Day at which time the signs shall be removed by the person or organization placing them.

(2) Tents, Canopies,

Tents or canopies are permitted only in the designated electioneering area noted on Figure 29.1, on Election Day. Such items must be placed in the designated electioneering area and shall only be allowed from 7:00 A.M. on the beginning of the designated Election Day, until 7:00 P.M. on the designated Election Day, at which time the items shall be removed by the person or organization placing them.

- (c) Any signs or other electioneering items on public property not permitted by this or other ordinances may be removed by the Town. Any political signs or items installed prior to the authorized time, placed in a location other than the designated location delineated, or not removed within the time prescribed herein, may be removed by Town personnel and discarded or destroyed.
- (d) The provisions of this subsection shall not apply to notices posted by order of the court or notices to the public as required by law to be posted in a public place.

Amended by Ord. No. 15-05 on 3/23/2015

D. Garage Sale Sign.

A person holding a garage sale may place up to six (6) off-premise garage sale signs on private property, with the owner's permission, advertising the garage sale, without the necessity of obtaining a permit pursuant to this Chapter. Each off-premise garage sale sign must not exceed five (5) square feet in area and may not be taller than forty (40) inches in height, must include the address of the sale

must be self-supporting, and must not be placed within public rights-of-way or mounted upon public/utility structures (e.g., telephone poles, street light standards, street sign poles, public buildings, etc.) or on trees, fences, etc. An off-premise garage sale sign may not be placed before 5:00 p.m. on the day of the sale and must be removed within four (4) hours after the garage sale is completed. A fine will be assessed for each off-site garage sale sign left after the required removal time.

Amended by Ord. No. 404 on 1/10/2005

E. Identification Signs.

Identification signs for farms and ranches shall be constructed from metal and if letters are painted they shall be painted by a professional sign painter.

F. Model Home Sign.

Model home signs may be erected in residential zoning districts, and shall not exceed sixteen (16) square feet with a maximum height of six (6) feet. Required setback shall be fifty (50) percent of the distance between the front property line and the building, but no less than ten (10) feet from the front property line. Model home signs are limited to one (1) per premise. Each builder within the subdivision may have one (1) model home sign, and the permit for such sign shall be granted for a period of time to coincide with the validity of the model home=s Certificate of Occupancy.

G. Monument Sign.

A monument sign shall be solid from the ground up; pole(s) or supports shall be concealed. At least 18 inches of masonry shall be placed below the sign and 6 inches of masonry on the top and either side of the sign.

H. Pylon Sign.

Pylon signs taller than ten (10) feet in height shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of area, and shall be constructed to receive a dead load as required in the Building Code or other codes/ ordinances of the Town. All pole signs shall be placed in concrete bases or footings, and the plans for such signs and their bases/footings shall be sealed by a licensed structural engineer. No sign shall be constructed to exceed the maximum building height permitted in the specific zoning district where the sign is located except within shopping centers or similar commercial/ office centers containing six (6) acres or more. Within a General Business, Highway Commercial or Industrial zoning district that is located adjacent to a highway, a pylon or major identification sign may be erected when set back from all property lines a distance equal to the height of the sign. All such high-rise signs shall comply with the Building Code and with other applicable

codes/ordinances of the Town of Sunnyvale which pertain to design and construction. Pylon signs are allowed in a General Business zoning district if the property has frontage on controlled access highway. Such pylon signs may not be located more than 100 feet from the highway right-of-way.

I. Portable Sign:

One (1) temporary banner is allowed at a time per business premise, and shall be securely attached to the front or side of a building structure (i.e., not to a fence, screening wall, tree, etc.). The total number of banners per business shall not exceed four (4) per calendar year, and a banner shall not be displayed for more than one (1) consecutive fourteen (14) day period during any given calendar year. Banners shall be kept in good repair and shall remain firmly anchored or secured at all corners. Banners and other portable signs are prohibited in single-family residential districts.

Amended by Ord. No. 516 on 7/26/2010

J. Portable signs are allowed for a single, thirty- (30) day period each quarter of the calendar year. Permitted periods cannot run consecutively. A new business opening for the first time is allowed one (1) permitted portable sign for a maximum of seven (7) days prior to initial business opening, and for a maximum of seven (7) days after opening. Portable sign usage for a new business opening shall not be counted against the thirty- (30) daytime period stated above.

1. Portable sign permit applications shall be accompanied by a drawing indicating construction of the proposed sign and how it will be secured in place. Portable signs will be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot. Electrical wiring and related components within and connected to portable signs shall be installed in accordance with the Town of Sunnyvale Electrical Code, latest edition. Sign illumination will be restricted to non-flashing internal light fixtures with lamps not to exceed a maximum of sixty (60) watts each. External lighting is prohibited. All drawings shall be sealed by a State of Texas registered professional engineer.
2. Portable signs shall not be located within or on any public right-of-way, property, sidewalks, driveways, fire lanes and required off-street parking spaces. Portable signs shall be located a minimum of thirty-five feet (35) from adjacent fire hydrants, driveways, approaches and street intersections (measured from the property line adjacent to each street) and a minimum of five feet (5) from curbs located at the right-of-way property line. Approved portable signs shall be used to advertise or promote commodities and services offered on the premises where the sign will be located. Portable signs shall not be used for off-premise advertising.

3. Removal/Impoundment - The owner or occupant of any property upon which there is located a portable sign in violation of this Section, or the owner or lessee of any portable sign, or the owner and/or manager of any business advertised on a portable sign which is in violation of this Section as herein defined, shall be given written notice by the Building Official or his designee stating the nature of the violation, and ordering that the violation be corrected or removed from said property within seventy-two (72) hours.
4. If the owner, lessor, lessee, or the representative of the lessor or the owner and/or manager of any business advertised on a portable sign fails to remove such sign within seventy-two (72) hours of written notification, or by publication if the address is unknown, the sign may be removed by the Town at the expense of the sign owner or the person erecting, leasing, using or maintaining it. Any portable sign so removed shall be subject to a fee of twenty-five dollars (\$25.00) for hauling the sign to the Town's storage area, plus a five dollar (\$5.00) per day storage fee for each day the sign is stored by the Town. Any sign so removed from public or private property shall be stored or impounded by the Town until all applicable charges have been paid, or until thirty (30) days have passed. If any sign remains unclaimed for a period of thirty (30) days after its removal, or if the removal and storage cost are not paid within such thirty (30) day period, the Town may destroy, sell or otherwise dispose of the sign. If sold, the sign shall be marked by Town personnel and shall not be brought back inside the Town limits for display. In calculating the length of the storage period and the storage fee, the first working day after the date of the impoundment shall be considered day number one; thereafter, all days including weekends and holidays shall be counted.
5. The Building Official or his designee may enter upon private property which is accessible to the public for the purposes specified in this Section to examine signs at their location, to obtain information as to the ownership of signs, and/or to remove or cause the removal of a sign declared to be a nuisance pursuant to this Section.

K. Projecting Sign:

Projecting signs shall have a minimum clearance of eight (8) feet above any sidewalk/ pedestrian travel surface, and fourteen (14) feet above any vehicular parking or circulation surface.

L. Promotional Signage:

1. Promotional Signage is allowed for two (2), two-week periods each calendar year per legal business. A two-week period will commence on the first day promotional signage is displayed. The two, two-week periods

shall not occur within the same or consecutive months. A legal business shall include any retail, commercial, industrial or institutional use for which the Building Inspection Department has issued a Certificate of Occupancy. In case of a special promotion for a grand opening celebration, one (1) period may be extended to a three-week period provided that the event commences within the first three (3) months of the date of issuance of a Certificate of Occupancy and the grand opening event is limited to the address noted on the Certificate of Occupancy.

2. Any device described as promotional signage shall not exceed an overall height of ten (10) feet.
3. A separate permit is required for each two-week (or three-week, for grand openings) period promotional signage will be used. If any device described as promotional signage is installed prior to issuance of a permit, fines for noncompliance with this Ordinance may be assessed in addition to the permit fee.
4. Promotional signage shall be contained on the property of the legal business which it advertises, and shall not extend into the Town right-of-way or onto other adjacent property(s). Signage shall not be located in any sight visibility triangle/area, nor shall any combustible materials be placed in contact with lighted signs or any electrical fixtures.

M. Stake Sign.

Off-premise stake signs are permitted, provided they have the name of the business entity (e.g., home builder) upon them, they are self-supporting, and they are not placed within public rights-of-way or mounted upon public/utility structures (e.g., telephone poles, street light standards, street sign poles, public buildings, etc.) or on trees, fences, etc. Off-site stake signs may not be placed prior to 5:00 p.m. on Friday, and they must be recovered (i.e., removed) by 8:00 a.m. on Monday (i.e., over the weekend only). A fine will be assessed for each off-site stake sign left after the 8:00 a.m. Monday recovery time/date.

N. Nameplate Sign.

For lots or tracts less than two (2) acres in area, the nameplate shall not exceed four (4) square feet in size. For larger properties, the nameplate shall not exceed twelve (12) square feet in area and the sign constructed from metal letters attached to a metal frame.

O. Temporary Signs.

Temporary signs, regardless of type, shall be removed within five (5) years of placement.