

4.9. SIGNAGE STANDARDS

A. **Purpose and Intent.** This Section establishes standards for the design, erection, maintenance, and use of signs and other exterior advertising media within the Specific Plan area that contribute to the creation of a rich urban environment that demonstrates variety, quality, and design integrity.

B. **Applicability.** The requirements of this Section apply to all modifications to existing signs and new signs within the TVSP area.

C. **Sign Permit and Review Requirements.** Sign permits and/or building permits shall be required per Section 15.36.080 (Permits and Fees) and 15.36.090 (Permit Submittal Requirements) of the *Redlands Sign Code* and may be approved by Development Services staff, unless discretionary review is required as specified herein.

D. General Design Standards.

1. Location and Placement

- Each sign shall be located on the same site as the subject of the sign.
- In order to avoid sign clutter, signage shall only be allowed on facades that have building entrances.
- Ground floor business within a building may have one or multiple storefront signs. See Section 15.36.050 (Area Measurement) and Section 15.36.060 (Height Measurement) of the *Redlands Municipal Code* for sign area and height measurement definitions. The maximum number of signs allowed per building shall per the requirements of the applicable zone (see Sections 4.3.1.H, 4.3.1.H, 4.3.3.H, 4.3.4.H, 4.3.5.H, and 4.3.6.H) and as identified for each sign type (see Section 4.9.F).
- Upper floor businesses may be identified by Building Identification Signs for principal tenants (see Section 4.9.F.7) and/or Directory Signs (see Section 4.9.F.13).
- Logos or identification symbols are considered signs and shall conform to all requirements of this section.
- Signs shall not cover, obscure, or interfere with the operation of windows, doors, storefronts, and/or building entrances. Signs shall not cover or obscure architectural features of the building, including, but not limited to, transoms, cornices, columns, or other architectural elements, details, or ornamentation.

2. **Size.** The gross area of all signs on a building facade shall not exceed 10% of the total area of the facade. The maximum sign dimensions and area of each individual sign shall be as identified in the requirements for each allowed sign type (see Section 4.9.F).

3. **Color.** Colors on signs and structural members shall be harmonious with one another and relate to the dominant colors of the buildings on the project site. Contrasting colors can be utilized if the overall effect of the sign is still compatible with building colors.



Example of projecting sign.



Example of window sign.

4. Design and Construction.

- Except for banners, flags, temporary signs, and temporary window signs conforming with the requirements of Section 15.36, Article VIII (Temporary Signs) of the *Redlands Municipal Code*, each sign shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- Each permanent sign shall be designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or others whose principal business is the design, manufacture, or sale of signs), or who are capable of producing professional results.
- Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs, and prevent dilapidation.

5. Materials and Structure

- Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the project site where the sign is located. Sign materials shall match those used on the building(s) on the project site and any other signs on the project site.
- Signs shall not include reflective material.
- Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
- The size of the structural members (e.g., columns, crossbeams, and braces) shall be in proportion with the sign panel they are supporting.
- The use of individual letters incorporated into the building facade design is encouraged, rather than a sign with background and framing other than the structure wall.
- Street address. The City may require that a sign include the street address of the project site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the project site.

6. Sign Illumination and Brightness.

- Internally illuminated signs shall be limited to the following maximum brightness:
 - Neon signs: Shall not exceed thirty (30) milliamps.
 - Halo or back-lighting shall not count toward the total sign area.
- Externally illuminated signs shall be limited to the following standards and maximum brightness:
 - Reflective-type bulbs and exposed incandescent lamps/bulbs shall not exceed fifteen (15) watts, or the equivalent brightness for LED and other types of lighting.
 - External light sources shall be shielded and directed to limit direct illumination of any object other than the sign.
- Illumination, if provided, shall be constant in intensity and color. Lighting shall not blink, flash, spin, or exhibit changing luminance. Lighting shall not exhibit changing colors, hue, shade, or tint.
- Lighting shall be designed and maintained to avoid negative impacts on surrounding properties and public rights-of-way.
- Lighting adjacent to residential uses shall not exceed one-half (0.5) foot-candle as measured at the residential property line.
- Each illuminated sign shall be subject to a thirty (30) day review period, during which time the Development Services Director may determine that a reduction in illumination is necessary due to negative impacts on surrounding property or the community. Notwithstanding the above standards, the Development Services Director may order the dimming of any sign illumination determined to be excessively bright.

4. DEVELOPMENT CODE

4.9. SIGNAGE STANDARDS (CONTINUED).

- 6. Copy design guidelines.** The City does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.
- Sign copy should relate only to the name and/or nature of the business or commercial center.
 - Permanent signs that advertise continuous sales, special prices, or include phone numbers are only permitted as window signage.
 - Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
 - The area of letters or symbols should not exceed 40 percent of the background area in commercial districts or 60 percent in residential districts.
 - Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant building.
- 7. Sign lighting.** Sign lighting shall be designed to minimize light and glare on surrounding rights-of way and properties.
- External light sources shall be directed and shielded so that they do not produce glare off the project site, on any object other than the sign.
 - Sign lighting shall not blink, flash, flutter, or perceptibly change light intensity, brightness, or color.
 - Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
 - Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
 - For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.

- Internally illuminated box signs that light the entire sign (including letters, symbols, logos and background) are prohibited in the Village Center (VC) and Downtown (DT) Zones.
- Neon tubing allowed for business identification signs, but not window signs or temporary signs.

E. Sign Maintenance.

- Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination shall be repaired within a maximum of 14 days from the date of damage or failure.
- A repair to a sign shall be of materials and design of equal or better quality as the original sign.
- When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed.

F. Signage Type Design Standards.

The following Signage Types are described in this Section:

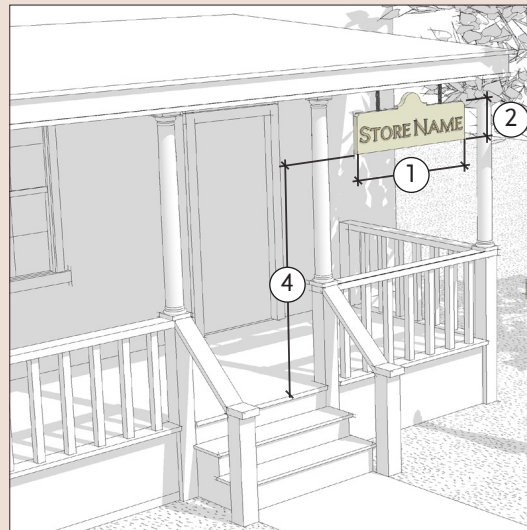
- | | |
|---------------------------------|--------------------|
| 1. Porch Sign | 8. Window Sign |
| 2. Yard Sign | 9. Sidewalk Sign |
| 3. Awning Sign | 10. Roof Sign |
| 4. Canopy Sign | 11. Blade Sign |
| 5. Projecting Sign | 12. Marquee |
| 6. Wall Sign | 13. Directory Sign |
| 7. Building Identification Sign | 14. Mural |

1. Porch Sign

- a. Definition.** A pedestrian-oriented sign that is attached to the porch and hangs or is otherwise suspended between columns supporting the porch roof. The sign is prominent within a bay created by the porch columns without obstructing view from inside the building or from the porch.

b. Design Standards

- Maximum of one (1) Porch Sign per building.
- Sign may be located on ground floor only. Upper floor signs prohibited
- If illuminated, external illumination is required and shall be mounted in a manner that maintains the visual integrity of the sign.
- Sign design, including supporting hardware such as brackets, shall be architecturally compatible with the main building.



Dimension	Min.	Max.
① Width	none	8 ft.
② Height	none	2 ft.
③ Thickness	none	4 in.
④ Vertical Clearance from porch floor	7 ft.	none
⑤ Area	none	16 sf.

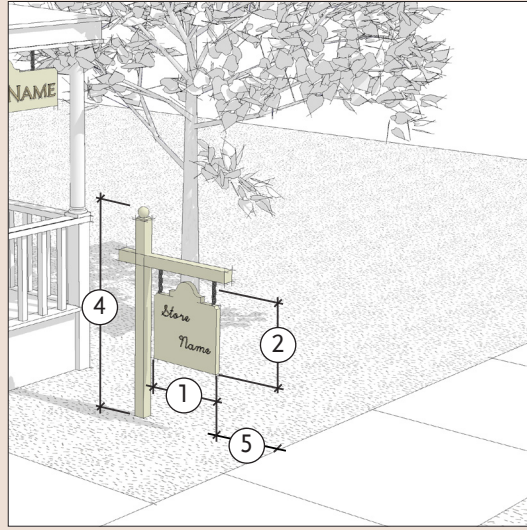


2. Yard Sign

a. Definition. A pedestrian-oriented sign that is located within the front yard and is supported by a post or posts.

b. Design Standards

- i. Maximum of one (1) Freestanding Yard Sign per property.
- ii. Signs shall not encroach into the right-of-way or private street.
- iii. If illuminated, external illumination is required and shall be mounted in a manner that maintains the visual integrity of the sign.
- iv. Sign design, including supporting hardware such as brackets, shall be architecturally compatible with the main building.



Dimension	Min.	Max.
① Width (sign)	none	5 ft.
② Height (sign)	none	4 ft.
③ Thickness (sign)	none	4 in.
④ Post Height	none	5 ft.
⑤ Setback from right-of-way	3 ft.	none
⑥ Area (sign)	none	20 sf.

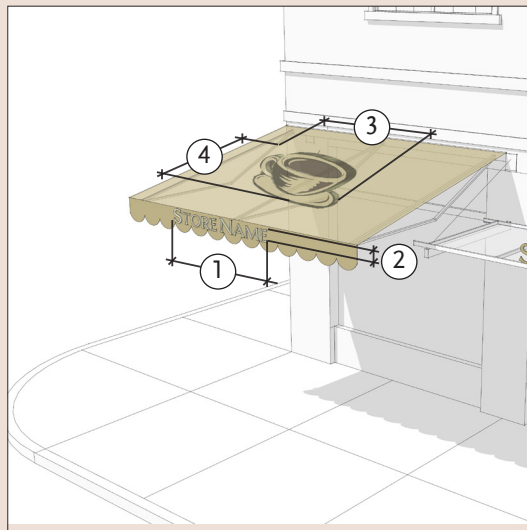


3. Awning Sign

a. Definition. A sign in which a tenant's name and/or logo that is applied to the lower vertical portion ("valance") of a canvas awning projecting from a facade.

b. Design Standards.

- i. Maximum of one (1) sign per awning.
- ii. The main panel of awnings shall only be used for a logo feature and shall not be for additional signage area.
- iii. Letters shall be silkscreened printed or sewn only onto the valance, or lower vertical surface of the awning. Signage on the main panel is prohibited.
- iv. Awning signs only permitted on ground floor awnings and expressly prohibited on upper story awnings.
- v. Encroachment permit required if awning encroaches into right of way.



Dimension	Min.	Max.
① Width as % of vertical valance width	none	90%
② Height as % of vertical valance width	none	90%
③ Width as % of angled valance width	none	40%
④ Height as % of angled valance width	none	40%
⑤ Area	none	none

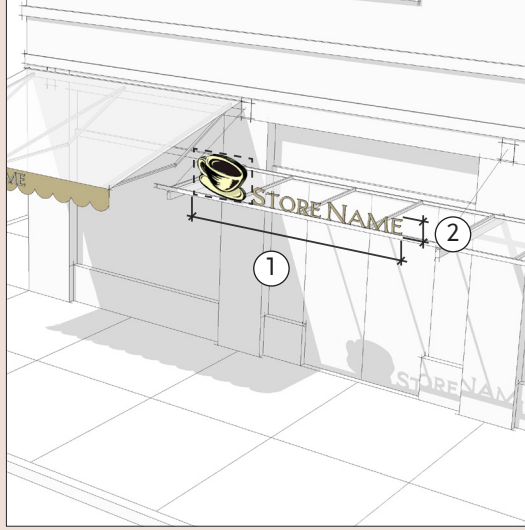


4. DEVELOPMENT CODE

4.9. SIGNAGE STANDARDS (CONTINUED).

4. Canopy Sign

- a. **Definition.** A pedestrian-oriented sign that is mounted on top of a horizontal awning parallel to the sidewalk.
- b. **Design Standards.**
- Maximum of one (1) sign per storefront.
 - Canopy signs only permitted on ground floor canopies and expressly prohibited on upper story canopies.
 - Encroachment permit required if canopy encroaches into right of way.
 - Internal illumination is permitted for signs on buildings not designated as a historic resource.
 - For designated historic buildings, if a canopy sign is illuminated, external illumination is required and shall be mounted to maintain visual integrity of the sign.
 - Cabinet signs or replaceable face signs are prohibited.

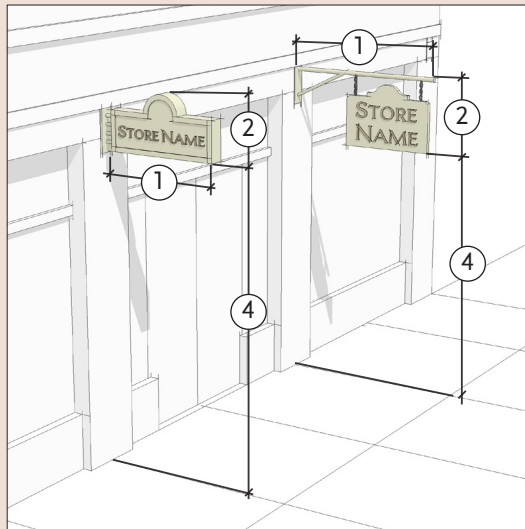


	Dimension	Min.	Max.
①	Width	none	16 ft.
②	Height	none	2 ft.
③	Thickness	none	9 in.
④	Area	none	32 sf.



5. Projecting Sign

- a. **Definition.** A double-sided sign that projects perpendicular to the building facade from a mounted wall brace or from the ceiling of a balcony or arcade. Projecting signs typically project into the public right-of-way, plaza, or pedestrian passageway, and are intended for viewing by pedestrians approaching the shop.
- b. **Design Standards**
- Maximum one projecting sign per ground floor business along frontage. In multi-tenant buildings, only businesses with ground floor frontage along the sidewalk, an internal plaza, or a pedestrian passage, shall be allowed a projecting wall sign.
 - Projecting signs shall be mounted near storefront entrances.
 - Projecting signs that hang from the ceiling of a balcony or arcade shall be centered within the balcony or arcade
 - The top of a projecting signs shall be located below the second floor windows of the building.
 - Projecting signs shall be externally illuminated by a light mounted on the facade or by neon tubing used to illuminate letters, symbols, and accent frames.
 - Supporting hardware such as brackets shall be architecturally compatible with the building facade.



	Dimension	Min.	Max.
①	Width	none	3 ft.
②	Height	none	3 ft.
③	Thickness	none	3 in.
④	Vertical Clearance	8 ft.	12 ft.
⑤	Area	none	6 sf.

- Projecting signs not allowed under an awning or horizontally within five feet of an awning or another projecting sign.
- An encroachment permit is required if sign projects within public right-of-way.



6. Wall Sign

a. **Definition.** A sign painted or applied directly to the wall, typically above the storefront or more creatively as approved by the City. This type consists of a single panel or individual letters and/or logo and does not include cabinet signs. This type of sign is intended for viewing from across the street, along the sidewalk, or from an internal plaza or pedestrian passageway.



b. Design Standards

- i. Maximum one (1) wall sign per business along street frontage. In multi-tenant buildings, only businesses with ground floor frontage along the sidewalk, internal plaza, or pedestrian passage shall be allowed a wall sign.
- ii. Wall signs shall be located above the storefront and at least 12 inches from any eave, edge of building, or top of parapet.
- iii. Maximum thickness of sign as measured from the wall shall not exceed four inches.
- iv. Minimum of 24 inches between the sign and any windows or doors.
- v. Internal illumination is permitted for signs on buildings not designated as a historic resource.
- vi. For designated historic buildings, if illuminated, external illumination is required and shall be mounted to maintain visual integrity of the sign.
- vii. Wall sign square footage shall not be transferred to other businesses or other building frontages.

Dimension	Min.	Max.
① Width as percentage of storefront width	none	60%
② Height	none	3 ft.
③ Thickness as measured from wall	none	9 in.
④ Area	none	none

- viii. Cabinet signs or replaceable face signs are prohibited.
- ix. In all districts, a business within an existing non-residential (commercial or industrial) building shall be permitted to have one wall sign on the primary street or parking lot frontage.



7. Building Identification Sign

a. **Definition.** A wall sign placed at the top floor of a multi-story commercial building on the parapet or just below the eave. Building identification signs identify the building name or the principal tenant.



b. Design Standards

- i. Multi-story commercial buildings may provide one (1) Building Identification Sign per building frontage.
- ii. The Identification Sign shall be located above the windows on the uppermost story of the building.
- iii. Building identification signs may be made of illuminated individual letters applied to the building face, may be engraved into the building's material, or may be low-relief.
- iv. Building identification signs may contain the name of a building, or describe its function or tenant, but may not identify any products sold.
- v. One of the primary tenant(s) may provide only one (1) Building Identification Sign per frontage. Multiple tenants shall not be placed on the same frontage, nor may sign area be allocated to different tenants.
- vi. Sign square footage shall not be transferred to other building frontages.

Dimension	Min.	Max.
① Width	none	16 ft.
② Height	none	4 ft.
③ Thickness	none	18 in.
④ Area	none	48 sf.



4. DEVELOPMENT CODE

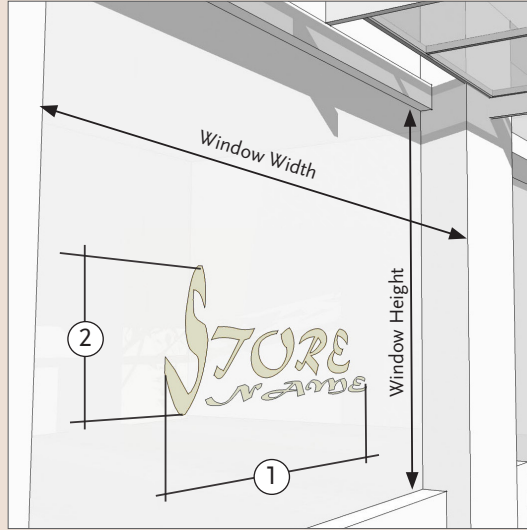
4.9. SIGNAGE STANDARDS (CONTINUED).

8. Window Sign

a. Definition. A temporary or permanent sign painted or applied directly to the storefront window(s) and/or door(s). Window signs also include posters for advertisements and sales, product merchandise posters, open and closed signs, and painted or etched business names and logos.

b. Design Standards

- Maximum one (1) window sign per window or door.
- Window signs only permitted on ground floor windows/doors and expressly prohibited on upper story windows.
- Permanent window signs shall be individually painted, etched, or otherwise applied graphics surrounded by clear glass, and shall be painted, applied, or adhered to the interior surface of the glass.
- Signage inside the shopspace is not allowed within 4 feet of the window;
- Temporary signs window – including product or event posters – may include an opaque background.
- Holiday window painting, such as for Christmas and Halloween, shall be permitted and shall be exempt from the window sign limitations. However, such painting shall contain no reference to named



Dimension	Min.	Max.
① Width as % of window/door width	none	50%
② Height as % of window/door height	none	50%
③ Area as % of total window/door area	none	25%

goods or services, and shall be removed within 12 days after the applicable holiday.

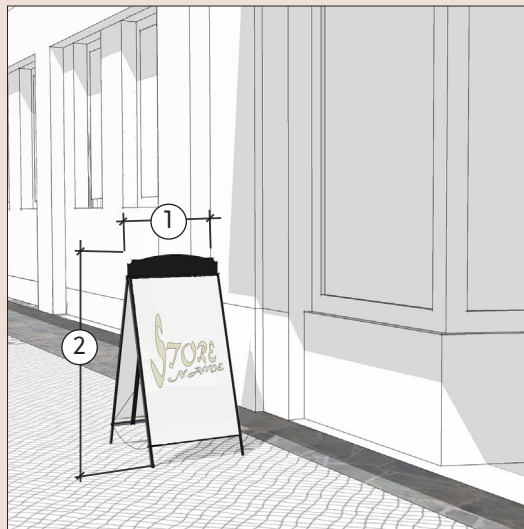


9. Sidewalk Sign

a. Definition. A two-sided, non-illuminated, portable and temporary sign placed outside a storefront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by retailers, office tenants, theaters, restaurants, cafes, and other food-oriented businesses.

b. Design Standards

- Limit of one (1) sign per ground floor business.
- Signs shall be placed in front of building/business identified on sign and shall not obstruct the minimum necessary ADA accessibility path clearance (four feet) along the sidewalk.
- Sign shall be constructed of high-quality, durable materials such as wood, wrought iron, fiberglass, and metal. Vinyl, plastic, breakable materials (such as glass), and lighting are prohibited.
- The design, graphics, colors and materials shall complement the design of the shopfront and business and present a finished appearance. Graphic symbols, utilizing images that convey the goods or services offered, are recommended.
- Each display face shall be flat and smooth, with no moving parts or hinges. Sharp or jagged edges/corners and projections that extend beyond one-half (1/2) inch from the sign face are prohibited.
- Signs shall be of sufficient weight so as to withstand being overturned by wind or contact. Weights, if required, shall be concealed or incorporated into the design of the sign and not simply applied.



Dimension	Min.	Max.
① Width	none	30 in.
② Height	none	36 in.
③ Horizontal clearance from curb	none	24 in.
④ Pedestrian clear path along sidewalk	none	5 ft.
⑤ Area	none	6 sf.

- Attention getting attachments such as posters, flyers, balloons, pennants, or flags, are prohibited.
- Sign must be stored indoors overnight and/or when business is closed.

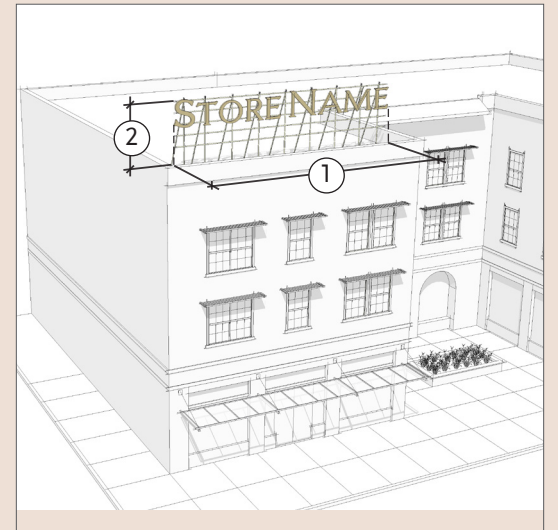


10. Roof Sign

a. Definition. A sign erected upon, against, or directly above a roof or above the parapet of a building. Roof signs are intended to help emphasize the identity and presence of the particular Station Area and Downtown, especially to rail passengers and passing motorists.

b. Design Standards

- i. Maximum one Roof Sign per block or a distance of 500 feet, whichever is less.
- ii. Roof signs shall not project beyond the face of the building.
- iii. No roof sign may cover, wholly or partially, any window or door openings.
- vi. If illuminated, Roof Signs may be only illuminated by one of the following methods:
 - (a) External Illumination. Externally illuminated with concealed flood lighting.
 - (b) Exposed Neon. Individual letters may be internally illuminated with exposed neon tubes or a similar light source, but shall not have a translucent panel, lens, or face.
 - (c) Halo. The illumination of a sign by projecting light behind an opaque letter or emblem which results in the appearance of ring of light around the unilluminated letter or emblem.



	Dimension	Min.	Max.
①	Width	none	20 ft.
②	Height	3 ft.	12 ft.
③	Area	none	240 sf.

- i. Roof signs up to 120 square feet in area are subject to Planning Commission review and approval, per RMC Section 18.12.090.
- ii. Roof signs exceeding 120 square feet shall require a Conditional Use Permit and approval per RMC Section 15.36.100(F).

c. Review and Approval

11. Blade Sign

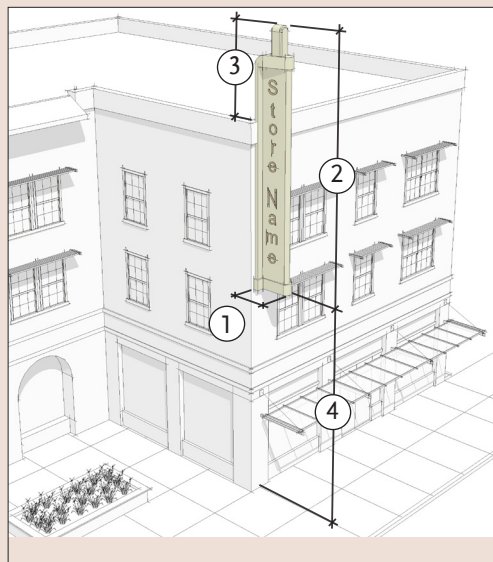
a. Definition. A vertically-oriented two-sided sign that projects from the building facade over a sidewalk, public open space, or other public right-of-way and may project above the building's parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block.

b. Design Standards

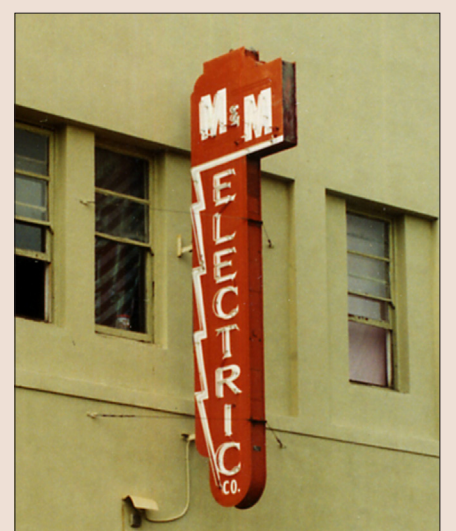
- i. Limit of one (1) Blade Sign per building.
- ii. Blade Signs permitted on buildings with commercial tenant space that have a minimum street frontage of 75 linear feet or more.
- iii. Sign shall be vertically-oriented and placed within the top half of single-story buildings and on the upper floor(s) of multi-story buildings.
- iv. Projecting signs shall be externally illuminated by a light mounted on the facade or by neon tubing used to illuminate letters, symbols, and accent frames.
- v. An encroachment permit is required if sign projects within public right-of-way.

c. Review and Approval

- i. Blade Signs are subject to Planning Commission review and approval, per RMC Section 18.12.090.



	Dimension	Min.	Max.
①	Width	none	5 ft.
②	Height	none	12 ft.
③	Height above eave or parapet	none	2 ft.
④	Clear height above sidewalk	8 ft.	none
⑤	Thickness	none	18 in.
⑥	Area	none	50 sf



4. DEVELOPMENT CODE

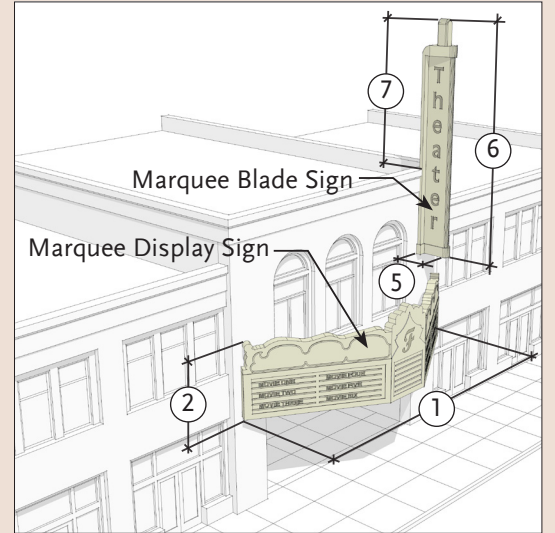
4.9. SIGNAGE STANDARDS (CONTINUED).

12. Marquee

a. Definition. A sign that projects from the facade to express a figural design and message to motorists and pedestrians. Marquees may be configured as a Marquee Blade Sign, a Marquee Display Sign, or a combination of the two.

b. Design Standards

- i. Maximum one Marquee Blade Sign and/or Marquee Display Sign per site.
- ii. Marquee Display Signs and Marquee Blade Signs are permitted for movie theaters, performance theaters, concert halls, convention centers, and similar uses characterized by human assembly and periodically changing programs.
- iii. Changeable copy on Marquee Display Signs may occupy up to 75 percent of the area of a marquee display sign. Letters for changeable copy shall not exceed three inches (3") in height.
- iv. No portion of the changeable copy section of the Marquee Display Sign shall be located higher than the eave line or parapet wall of a building.
- v. Exterior poster cases shall be limited to a maximum size of thirty-nine inches (39") wide by fifty-two inches (52") high. Maximum of one (1) poster case for every two (2) screens. Poster sign area shall not be counted toward the maximum sign area.



c. Review and Approval

- i. Marquee Display up to 120 square feet in area are subject to Planning Commission review and approval, per RMC Section 18.12.090.
- ii. Marquee Display exceeding 120 square feet shall require a Conditional Use Permit and approval per RMC Section 15.36.100(F).

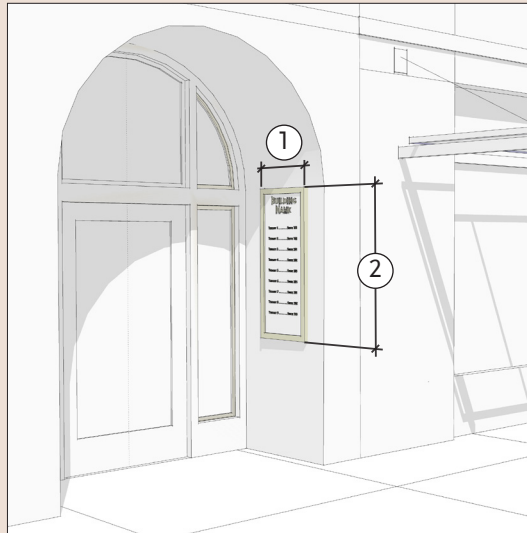
	Dimension	Min.	Max.
Marquee Display			
①	Width	none	35 ft.
②	Height	none	8 ft.
③	Area	none	200 sf
④	Encroachment	within 2 ft. of curb	
Marquee Blade			
⑤	Width	none	10 ft.
⑥	Height	none	20 ft.
⑦	Height above eave or parapet	none	15 ft.
⑧	Clear height above sidewalk	8 ft.	none
⑨	Thickness	none	2 ft.
⑩	Area	none	150 sf

13. Directory Sign

a. Definition. Directory Signs are small wall signs located at pedestrian eye level and intended to identify multiple tenants within a building or complex, particularly those that do not have a ground floor street frontage or that are located on upper floors of a building. Apartment intercom call boxes are considered Directory Signs. This Section 4.9.F.13 only applies to Directory Signs that are mounted on building walls that face adjacent public sidewalks and open spaces.

b. Design Standards

- i. Directory Signs must be located at the ground level and adjacent to the entry to upper floors.
- ii. There shall be no more than one (1) Directory Sign per ground level entrance.
- iii. Letter height shall not exceed two inches.
- iv. When tenancies are accessed via a building lobby or outdoor court, Directory Sign must be located within the lobby or court.
- v. Directory Signs on street facades shall be located within an entry alcove and located on the alcove wall that is perpendicular to the sidewalk. Directory Signs facing the sidewalk (parallel to the sidewalk) may be approved by the Director upon a finding of special circumstances.



	Dimension	Min.	Max.
①	Width	none	30 in.
②	Height	none	36 in.
③	Thickness	none	18 in.
④	Area	none	6 sf.

- vi. Directory Signs on street facades shall be externally illuminated. Internal illumination and neon lighting is prohibited.

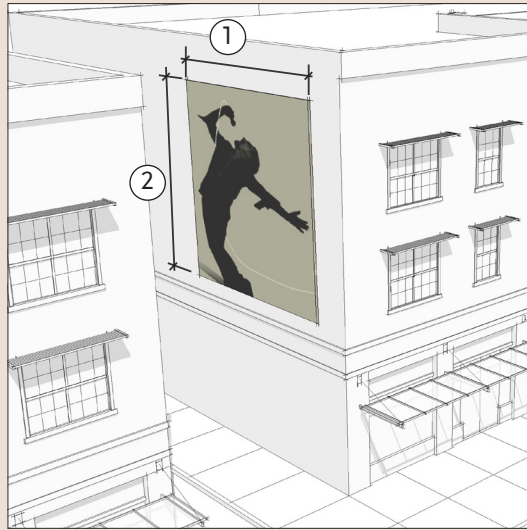


14. Mural

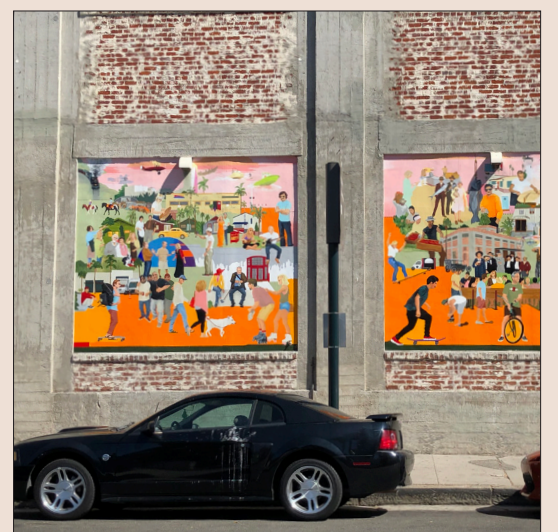
a. Definition. A sign or graphic that is mounted to or painted on facades fronting an alley, pedestrian passage, or street.

b. Design Standards

- i. Mural placement and content shall be at the discretion of the artists and the building owner.
- ii. Mural placement, design, and content should be mindful of surrounding businesses and residents.
- iii. Murals are prohibited from including off-site advertising, product placement, or business identification.
- iv. A written contract between all parties involved, i.e. artist, building owner or leaser, and the funder if appropriate is highly recommended. The contract should, at the very least:
 - (a) Designate the lifetime of the mural to be left undisturbed, after which the mural can be painted over; and
 - (b) State who will maintain the mural if the work is damaged or needs touch-up.
- v. In order to ensure a long life for the mural, it is recommended that the wall surface be properly prepared prior to mural application and that durable paints be used.
- vi. All murals are subject to Cultural Arts Commission review.



	Dimension	Min.	Max.
①	Width	none	16 ft.
②	Height	none	2 ft.
③	Thickness	none	9 in.
④	Area	none	none



G. Miscellaneous Signs

1. Existing Historic Signs

- a. Historically significant painted wall signs shall be retained or recreated when possible.
- b. Mounted signs announcing the name of a business no longer in existence at the sign's location and having historical significance may be salvaged and relocated.
- c. All architectural signage in place on the building announcing the original or historic name of the building, year of construction or insignias shall remain in place and shall not be removed, altered or covered under any circumstances.
- d. Historic signage shall not be calculated as part of the overall signage permitted pursuant to this division.

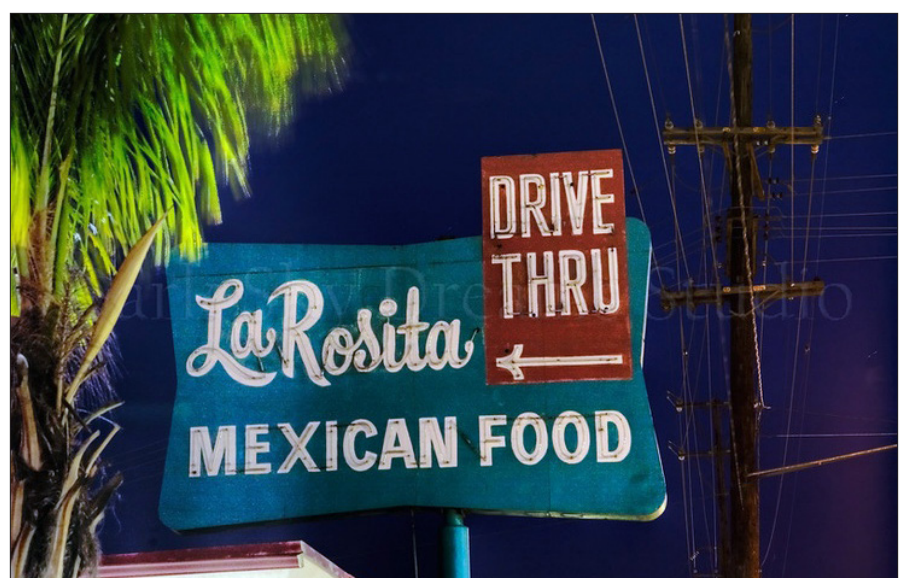
2. Service entry wall signs.

- a. Must be located adjacent to the ground level service entrance.
- b. No more than one service entry wall sign per business.
- c. The area of the service entry sign shall not exceed four square feet.

3. Temporary Signs. Temporary signs are permitted per Section 15.36, Article VIII (Temporary Signs) of the *Redlands Municipal Code*.

4. Credit Card and Trading Stamp Signs. Signs announcing credit card acceptance or trading stamps shall comply with the following:

- a. No more than three such signs are allowed for each business.
 - b.. Such signs shall not exceed six inches by six inches (6" x 6") individually nor one (1) square feet collectively.
 - c. Such signs are permitted only in ground level windows.
- 5. Informational Signs.** Signs that display time and temperature or similar public service displays (which are not considered signs), and rotating barber poles, shall comply with the following:
- a. No more than one (1) sign per building;
 - b. Must be permanently attached to the building and follow the same standards for Marquee Signs and Projecting Signs.



Historic character sign.