

Chapter 88-6 - OUTDOOR ADVERTISING*

Sections:

Article 88-6.2. General

88-6.202 - Short title.

This chapter shall be known and may be designated as the outdoor advertising ordinance of Contra Costa County.

(Prior code § 8345: Ord. 1009).

88-6.204 - Declaration of policy.

It is declared by the board of supervisors that the business of outdoor advertising is affected by the public interest. The business is useful and necessary and is essential to the economic life and welfare of the county. At the same time, outdoor advertising, when carried on in improper places and to an excessive extent, may be detrimental to the public welfare. The public interest and the protection of the public health, safety, and welfare, the conservation of property values, and the encouragement of the orderly development of the county require that this occupation be regulated.

(Prior code § 8346: Ord. 1009).

Article 88-6.4. Definitions

88-6.402 - Generally.

For the purposes of this chapter the following words and phrases shall have the meanings given in Sections 88-6.404 through 88-6.420.

(Prior code § 8347 (part): Ord. 1009).

88-6.404 - Community service organizations.

"Community service organizations" are clubs or associations of businessmen and others not organized for profit but for the purpose of promoting community interests, patriotism, welfare of youth, and other like purposes.

(Prior code § 8347(a): Ord. 1009).

88-6.406 - Flyer.

"Flyer" means an addition to an outdoor advertising structure beyond the limits of its ordinary dimensions. A "flyer" may be of any shape or proportion, but the product of the overall vertical dimension and the overall horizontal dimension shall not exceed one-quarter of the area of the sign to which it is a flyer.

(Prior code § 8347(b): Ord. 1009).

Article 88-6.6. Standards

88-6.602 - Standards—Type I sign.

A Type I sign is an outdoor advertising structure complying with the specifications and requirements of this section. A Type I sign shall not be higher than twelve feet measured from the lower part (batten mould) of the advertising panel to the upper part of the advertising panel. It shall not be wider than twenty-five feet measured horizontally. It shall be constructed to meet all of the requirements of the Uniform Building Code. A Type I sign may have a flyer.

(Prior code § 8348(a): Ord. 1009).

88-6.604 - Standards—Type II sign.

A Type II sign is an outdoor advertising structure which meets all of the specifications and requirements shown in Illustration 8348-A. A Type II sign may have a flyer.

(Prior code § 8348(b): Ord. 1009).

88-6.606 - Standards—Type III sign.

A Type III sign is an outdoor advertising structure complying with the requirements of this section. A Type III sign may be of any shape or proportion, but may not exceed six square feet in area. It shall be securely fastened to a sturdy building or structure or on a firm stake or post well driven into the ground. It may be made of any material, including paper, but shall be so constructed that it will remain in place in ordinary wind and weather and so placed that it cannot fall and injure persons and property. A Type III sign may not have a flyer.

(Prior code § 8348(c): Ord. 1009).

88-6.608 - Standards—Type IV sign.

A Type IV sign is an outdoor advertising structure complying with all of the requirements shown in Illustration 8348-B. A Type IV sign may have a flyer to indicate a resort area without indicating any particular resort.

(Prior code § 8348(d): Ord. 1009).

88-6.610 - Standards—Type V sign.

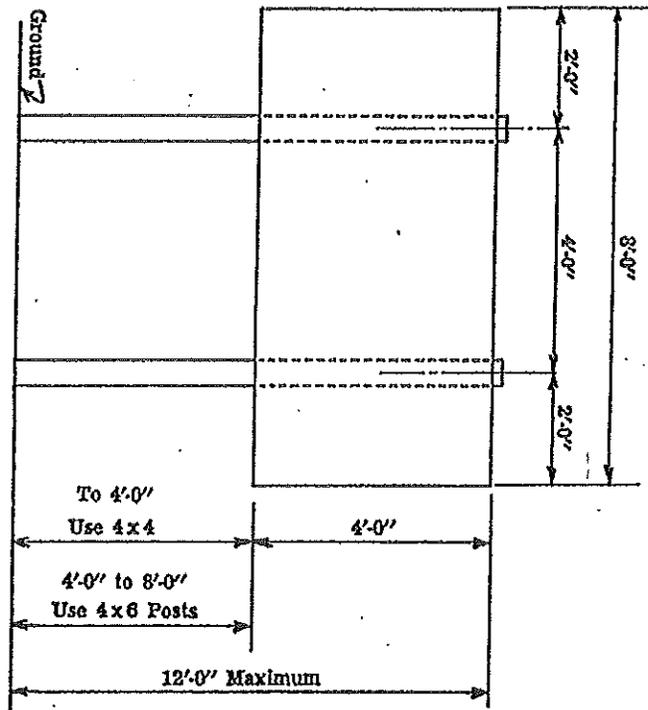
A Type V sign is an outdoor advertising structure complying with all of the requirements of this section. A Type V sign may be of any shape or proportion, but the product of the over-all vertical dimension and the over-all horizontal dimension shall not exceed six square feet. It shall be constructed of durable material and firmly attached to a building or structure or to a permanent foundation structure. A Type V sign may not have a flyer.

(Prior code § 8348(e): Ord. 1009).

Posts to be redwood 1200 F or equal. Sign to be 3/8" thick plywood or equal. Posts to extend 4'-0" into undisturbed ground.

**TYPE II
ADVERTISING SIGN**

Dimensions of sign panel are maximums. Posts of signs must be of indicated size.

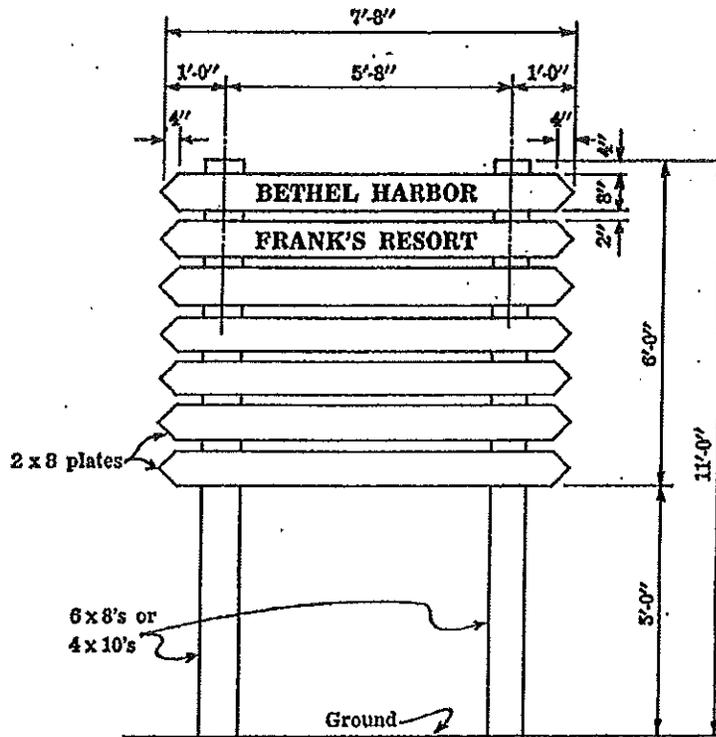


All material to be redwood 1200 F or equal.

Posts to extend 4'-0" into undisturbed ground.

**TYPE IV
RESORT SIGN**

Painting to consist of two colors only on any one plate. Business firms to be listed alphabetically from top to bottom of sign.



Article 88-6.8. Special Signs

88-6.808 - Sign — Identification.

One Type V sign may be permanently maintained on any premises for the purposes of identifying the premises, if the sign contains no printed or written material other than the name of the owner, the name that the owner has designated as place name for the premises, the address of the premises, and the occupation of the owner. The sign may also include a picture, diagram, drawing or trademark for the further identification of the premises.

(Prior code § 8352: Ord. 1009).

88-6.810 - Sign — Political campaign advertising.

Political signs may be erected or displayed before an election until ten days after the election inclusive. These signs may not be erected in the right-of-way of any state highway, county highway or public road or street.

(Ords. 92-36 § 2, 77-110 § 1: prior code § 8353: Ord. 1009).

88-6.812 - Sign — On utility poles.

No person shall post, place, attach, erect or maintain any sign, poster, advertisement or any material or object of any kind on a pole, post, wire or structure maintained under a franchise by a public utility or public service corporation in the right-of-way of any county or public highway.

The director of public works may issue permits for the posting of notices required by law, by order of any court or by the board of supervisors and shall require, as a condition of the permit, that the notice be removed within ten days after the expiration of the period for which the notice is being given.

(Prior code § 8354: Ord. 1009).

88-6.813 - Sign—Bus shelters.

Advertising signs placed on a bus shelter shall not cover more than fifty-four square feet of surface area of the shelter.

(Ord. 93-30 § 4, 1993).

88-6.814 - Sign — Community, neighborhood.

A land use permit may be obtained for the erection and maintenance of an identification sign for a community, locality or neighborhood and may include the identification of community service organizations, with meeting dates and places. The administration of this section is referred to the planning commission. In addition to all other requirements of ordinance or law, the planning commission may make conditions to the issuance of these permits, respecting the design and architecture of the signs, so as not to be a hazard to the traveling public, unsightly, or inharmonious with the community and neighborhood in which they are located. Permits shall not be granted under this section for any organization or activity engaged in business or for profit.

(Prior code § 8355: Ord. 1009).

88-6.816 - Sign — Public service.

All outdoor advertising structures wherever situated in the unincorporated territory of this county which are within the description of Section 88-6.1006 shall not have a light source or surface which fails to meet the color specifications of Section 88-6.1010.

(Prior code § 8361(a): Ord. 1009).

88-6.1006 - Illumination — Application of restrictions.

The restrictions of Sections 88-6.1004 through 88-6.1010 apply to:

- (1) Any light source which produces at least one-quarter as much illumination as the traffic signal at any point within the approach lane or lanes of traffic within two hundred feet of the traffic signal lens, which lies within a two degree angular distance of the signal lens as measured from any point on the approach lane or lanes within two hundred feet of the signal lens, and which fails to meet the color specifications given in Sections 88-6.1008 and 88-6.1010;
- (2) Any surface having retro-directive or fluorescent properties which lies within a two degree angular distance of the signal lens as measured from any point on the approach traffic lane or lanes within two hundred feet of the traffic signal lens, which is within two hundred feet of the lens, and which fails to meet the color specifications in Sections 88-6.1008 — 88-6.1010;
- (3) Any other surface or combination of surfaces which occupy more than one-tenth of a right section of a cone with a four degree central angle with a traffic lens on its axis and with its vertex at any point on the approach lane or lanes within two hundred feet of the traffic signal lens, and which fails to meet the color specifications in Sections 88-6.1008 — 88-6.1010.

(Prior code § 8361(b): Ord. 1009).

88-6.1008 - Illumination — Colors defined.

Colors are defined in Sections 88-6.1004 — 88-6.1010 in terms of the chromaticity coordinates defined on April 11, 1951, by the American Standards Association, Incorporated, 70 East 47th Street, New York 17, New York, in their standard designated "American Standard Method for Determination of Color Specifications Z58.7.2-1951."

(Prior code § 8361(c): Ord. 1009).

88-6.1010 - Illumination — Chromaticity coordinates for colors.

The chromaticity coordinates for colors which are not confusable with traffic signal colors must be as follows:

- (1) Y must be greater than X minus 0.240 (to avoid confusion with red traffic signals).
- (2) Y must be less than X plus 0.040 (to avoid confusion with green traffic signals).

(Prior code § 8361(d): Ord. 1009).

Article 88-6.12. Building and Zoning Regulations

88-6.1202 - Effect on building regulations.

The board of supervisors may in addition to the foregoing remedy and in addition to any other remedy direct the district attorney to commence the action or proceedings necessary and convenient to abate the nuisance.

(Prior code § 8363: Ord. 1009).