

Sign Standards Summary Matrix: Town of Mariposa and County Rural Areas

HDRO = Historic Design Review Overlay / DRO = Design Review Overlay

Prepared by Mariposa Planning • (209) 966-5151 www.mariposacounty.org/planning

| Sign Issue | Town of Mariposa HDRO | Town of Mariposa DRO | County Rural Areas |
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| <u>Definition of Sign</u> | Advertising displays visible from the exterior of a building | Advertising displays visible from the exterior of a building | Structure or device designed or intended to convey information to public in written or pictorial form which is visible from the exterior of a building |
| <u>Purpose of Regulations</u> | <p>Character of historic district of Mariposa</p> <p>Allow appropriate and reasonable business advertising opportunities</p> <p>Implement appropriate standards for businesses with existing signage</p> | <p>Town character of Mariposa</p> <p>Allow appropriate and reasonable business advertising opportunities</p> <p>Implement appropriate standards for businesses with existing signage</p> | <p>Reduce proliferation of signs</p> <p>Scenic quality of the county's transportation corridors</p> <p>Rural appearance of the County</p> <p>Implement appropriate standards for businesses with existing signage</p> |
| <u>Permit Required – from Planning</u> | <p>Design Review Application required if:</p> <ul style="list-style-type: none"> • New sign installed • Any changes made to any existing signs • May require review by HSRPC | <p>Design Review Application required if:</p> <ul style="list-style-type: none"> • New sign installed • Any changes made to any existing signs | <p>Design Review Application required if:</p> <ul style="list-style-type: none"> • New sign installed • Any changes made to any existing signs |
| <u>Permit Required – from Building</u> | Check with Building Department to determine if permit required (structure or electrical issues) | Check with Building Department to determine if permit required (structure or electrical issues) | Check with Building Department to determine if permit required (structure or electrical issues) |
| <p><u>Size</u></p> <p>Measured by the smallest rectangle that wholly contains the sign.</p> <p>Size of double-faced sign shall be area of 1 face only (if both faces are the same).</p> <p>Double-faced signs to be constructed so that</p> | 32 sq. ft. (each sign and total aggregate area of all signs for business). | 32 sq. ft. <u>OR</u> 64 sq. ft., depending on sign materials (see next section) | 16 sq. ft. (each sign and total aggregate area of all signs for business). |

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| <p>perimeter of faces coincide, are parallel and not more than 24 inches apart.</p> <p>Non-parallel, double-faced signs may be approved to provide visibility on curved roadways – angle not to exceed 30 degrees.</p> | | | |
| <p><u>Materials</u></p> | <p>Signs shall be constructed of wood, brick, adobe, stone, or other historic materials.</p> <p>Modern materials which closely resemble historic materials allowed.</p> <p>Internally lit signs prohibited.</p> | <p><u>Natural materials</u> (wood, stone, brick, etc.) are encouraged.</p> <p>Modern materials which closely resemble natural materials allowed.</p> <ul style="list-style-type: none"> • Maximum sign size is 64 sq. ft. (each sign and total aggregate area of all signs for business). <p><u>Internally lit signs or plastic signs</u> or signs not made of natural materials</p> <ul style="list-style-type: none"> • Maximum sign size is 32 sq. ft. (each sign and total aggregate area of all signs for business). | <p>No neon, flashing lights, moving or animated parts</p> <p>No use of words “Stop, Look, Listen”</p> <p>No word, phrase, symbol, lights, motion, sound, fumes, mist, or other effluent that may interfere with, mislead, or confuse the driving public</p> <p>No portable signs except for temporary real estate signs</p> <p>No inflatable advertising devices when the device is attached or secured to the ground or building</p> |
| <p><u>Location of Signs and other Design Requirements</u></p> | <p>Signs on face of building or low lying monument signs encouraged.</p> <p>Roof signs and perpendicular signs attached to building, and extending more than 6 ft. from face of building discouraged.</p> <p>Signs shall not extend above building roofline.</p> | <p>Signs on face of building or low lying monument signs are encouraged.</p> <p>Roof signs and perpendicular signs attached to building, and extending more than 6 ft. from face of building are discouraged.</p> <p>Signs shall not extend above roofline of building.</p> | <p>Maximum height 20 feet, however signs shall not extend above the peak of the roof.</p> <p>Can be in setback areas.</p> |

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| | <p>Can be in front yard setback area.</p> <p>Can overhang right-of-way when building is at or within 3 feet of property line (may require encroachment permit)</p> <p>Graphic elements on signs shall use lettering types and techniques of historic period.</p> <p>Sign standards (support base) shall be consistent with historic architecture (design / materials)</p> | <p>Can be in front yard setback area</p> | |
| <p><u>Large Scale Development</u></p> <p>Defined as businesses over 10,000 sq. ft. - gross floor area by Building Permit Plans or Assessor / Recorder files - in multi-story building, square footage of each story shall be included in calculation.</p> | <p>Additional 32 sq. ft. of signage allowed (each sign and total aggregate area of all additional signs for business).</p> <p>Signs shall be constructed of wood, brick, adobe, stone, or other historic materials.</p> <p>Modern materials which closely resemble the historic materials allowable.</p> | <p><u>Natural materials</u> (wood, stone, brick, etc.) are encouraged.</p> <p>Modern materials which closely resemble natural materials are allowable.</p> <ul style="list-style-type: none"> • Additional 64 sq. ft. of signage allowed (each sign and total aggregate area of all additional signs for business). <p><u>Internally lit signs or plastic signs</u> or signs not made of natural materials</p> <ul style="list-style-type: none"> • Additional 32 sq. ft. of signage allowed (each sign and total aggregate area of all additional signs for business). | <p>Not applicable</p> |
| <p><u>Location of Signs for Large Scale Development</u></p> | <p>Shall be located on the face of the building.</p> | <p>Shall be located on the face of the building.</p> | <p>Not applicable</p> |

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| <p><u>Off Site Advertising</u></p> <p>Defined as sign that communicates a commercial or noncommercial message related to activity conducted, service rendered, or commodity sold at a location other than where the sign is located.</p> | <p>Off-site signs prohibited</p> | <p>Off-site signs prohibited</p> | <p>Off-site signs prohibited</p> |
| <p><u>Window Signs</u></p> <p>Defined as sign that is applied or attached to exterior or interior of a window or located within a building, and is readable and conspicuously visible from the exterior of the structure. Signs hung in, or visible through open doorways shall be considered window signs.</p> | <p>Allowed if:</p> <ul style="list-style-type: none"> • Shall not exceed 25% of total building face window area including windows in doors, • Shall not obscure vision through window for more than 25% of total building face area • Shall be confined within a generally rectangular area not to exceed 50% of total window area. • Internally illuminated signs including neon signs and signs with predominately florescent colors shall not exceed 1/2 of the allowable window sign area. • Graphic elements on signs shall use lettering types and techniques of historic period. | <p>Allowed if:</p> <ul style="list-style-type: none"> • Shall not exceed 25% of total building face window area including windows in doors, • Shall not obscure vision through window for more than 25% of total building face area • Shall be confined within a generally rectangular area not to exceed 50% of total window area. • Internally illuminated signs including neon signs and signs with predominately florescent colors shall not exceed 1/2 of the allowable window sign area. | <p>Not applicable</p> |
| <p><u>Open / Closed / Vacancy / Hours Signs</u></p> | <p>Allowed if:</p> <ul style="list-style-type: none"> • May be neon • May not contain flashing lights or moving parts • Limited to maximum aggregate area of 3 sq. | <p>Allowed if:</p> <ul style="list-style-type: none"> • May be neon • May not contain flashing lights or moving parts • Limited to maximum aggregate area of 3 sq. ft. per business | <p>Allowed if:</p> <ul style="list-style-type: none"> • May be neon • May not contain flashing lights or moving parts • Limited to maximum aggregate area of 3 sq. |

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| | <p>ft. per business</p> <ul style="list-style-type: none"> • Additional 3 sq. ft. may be allowed for a business with second public entrance if no more than 3 sq. ft. of informational signage is visible from any location on a public right-of-way • Sign shall be installed inside a building • Signs shall not advertise the business or contain business logo or trademark • Signs limited to the following information: <ul style="list-style-type: none"> – OPEN, or CLOSED – VACANCY, or NO VACANCY – HOURS OF OPERATION | <ul style="list-style-type: none"> • Additional 3 sq. ft. may be allowed for a business with second public entrance if no more than 3 sq. ft. of informational signage is visible from any location on a public right-of-way • Sign shall be installed inside a building • Signs shall not advertise the business or contain business logo or trademark • Signs limited to the following information: <ul style="list-style-type: none"> – OPEN, or CLOSED – VACANCY, or NO VACANCY – HOURS OF OPERATION | <p>ft. per business</p> <ul style="list-style-type: none"> • Additional 3 sq. ft. may be allowed for a business with second public entrance if no more than 3 sq. ft. of informational signage is visible from any location on a public right-of-way • Sign shall be installed inside a building • Signs shall not advertise the business or contain business logo or trademark • Signs limited to the following information: <ul style="list-style-type: none"> – OPEN, or CLOSED – VACANCY, or NO VACANCY – HOURS OF OPERATION |
| <p><u>Sandwich Board Signs</u></p> | <p>May only be displayed during regular business hours</p> <p>2 sandwich board signs allowed per business</p> <p>Not counted toward the allowed sign area established by other sections of this code</p> <p>Must be maintained in good repair</p> | <p>May only be displayed during regular business hours</p> <p>2 sandwich board signs allowed per business</p> <p>Not counted toward the allowed sign area established by other sections of this code</p> <p>Must be maintained in good repair</p> | <p>Not applicable</p> |
| <p><u>Sign Lighting</u></p> | <p>If external lighting used, lighting shall be shielded, directional, and not shine light off site.</p> <p>Lighting equipment shall not be visible from public view or shall be historically compatible fixture.</p> | <p>If external lighting used, lighting shall be shielded, directional, and not shine light off site.</p> | <p>Sign illumination does not shine light upon a public street or adjacent parcel</p> <p>Sign illumination shall not create a public safety hazard.</p> <p>No sign shall be illuminated after 11:00 p.m. or close of business, whichever occurs last, or prior to 6:00 a.m.</p> |

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| <p><u>Directional Signs</u></p> | <p>Allowed if:</p> <ul style="list-style-type: none"> • Less than 10 sq. ft. in size • Do not advertise business • Do not contain business logo or trademark <p>Not counted toward maximum allowed sign area.</p> <p>Must be reviewed in design review plan.</p> | <p>Allowed if:</p> <ul style="list-style-type: none"> • Less than 10 sq. ft. in size • Do not advertise business • Do not contain business logo or trademark <p>Not counted toward maximum allowed sign area.</p> <p>Must be reviewed in design review plan.</p> | Not applicable |
| <p><u>Temporary Signs for Business</u></p> <p>Defined as a banner, flag sign, or signs displayed for not longer than 21 days in 90 day period; except for initial business opening, when temporary signs may be displayed for up to 60 days.</p> <p>Sandwich board signs are specifically not included in the definition of a temporary sign.</p> <p>Allowance for temporary signs not intended to provide additional permanent advertising.</p> | <p>Allowed if :</p> <ul style="list-style-type: none"> • Shall not exceed 32 square feet (individual temporary sign and aggregate of all temporary signs). • May consist of a maximum of one banner sign and/or a maximum of 2 flag signs and/or signs displayed in windows. • No more than 5 temporary signs may be displayed at any one time; | <p>Allowed if:</p> <ul style="list-style-type: none"> • Shall not exceed 32 square feet (individual temporary sign and aggregate of all temporary signs). • May consist of a maximum of one banner sign and/or a maximum of 2 flag signs and/or signs displayed in windows. • No more than 5 temporary signs may be displayed at any one time; | Not applicable |
| <p><u>Temporary Signs for Special Community Events</u></p> | <p>Shall be removed within five (5) calendar days after the event.</p> | <p>Shall be removed within five (5) calendar days after the event.</p> | Not applicable |

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| <p><u>Non-Conforming or Grandfathered Signs</u></p> <p>Defined as a legally installed and permitted sign which does not conform with current Zoning Ordinance standards</p> | <p>Shall be permitted to remain on a parcel until:</p> <p>1. The sign becomes an illegal sign:</p> <ul style="list-style-type: none"> • Sign advertises use that has ceased to exist for 90 days • Sign determined by building official to be a danger to public health and safety (structural integrity) • Sign determined by public works director to be traffic hazard not created by act of the County. <p>OR</p> <p>2. The sign is subject to any one of the following conditions:</p> <ul style="list-style-type: none"> • The sign is remodeled or relocated • The business name changes • There is any change in business ownership • A proposed expansion or remodel project affects the sign | <p>Shall be permitted to remain on a parcel until:</p> <p>1. The sign becomes an illegal sign:</p> <ul style="list-style-type: none"> • Sign advertises use that has ceased to exist for 90 days • Sign determined by building official to be a danger to public health and safety (structural integrity) • Sign determined by public works director to be traffic hazard not created by act of the County. <p>OR</p> <p>2. The sign is subject to any one of the following conditions:</p> <ul style="list-style-type: none"> • The sign is remodeled or relocated • The business name changes • There is any change in business ownership • A proposed expansion or remodel project affects the sign | <p>Shall be permitted to remain on a parcel until:</p> <p>1. The sign becomes an illegal sign:</p> <ul style="list-style-type: none"> • Sign advertises use that has ceased to exist for 90 days • Sign determined by building official to be a danger to public health and safety (structural integrity) • Sign determined by public works director to be traffic hazard not created by act of the County. <p>OR</p> <p>2. The sign is subject to any one of the following conditions:</p> <ul style="list-style-type: none"> • The sign is remodeled or relocated • The business name changes • There is any change in business ownership • A proposed expansion or remodel project affects the sign |
| <p><u>Community Information Signs</u></p> | <p>Allowed if:</p> <ul style="list-style-type: none"> • Shall not exceed 96 sq. ft. • Shall be constructed of natural materials • May include map of community, location of groups, civic organizations, churches and matched business advertisements each of which may not exceed 2 sq. ft. • Maximum size standards do not apply to existing sign at NW corner of intersection of Highway 140 and 6th Street (but sign may not be increased in size) | <p>Allowed if:</p> <ul style="list-style-type: none"> • Shall not exceed 96 sq. ft. • Shall be constructed of natural materials • May include map of community, location of groups, civic organizations, churches and matched business advertisements each of which may not exceed 2 sq. ft. | <p>Prior to adoption of area plan, community information signs allowed if:</p> <ul style="list-style-type: none"> • Shall not exceed 96 sq. ft. • Is located in planning area • May include map of community, location of or information about groups, civic organizations, and churches in area; signs may also include information about meetings of community interest and other community activities and events • If community information board is combined with on-site advertising sign for a business or public entity, the advertising portion of the |

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| | | | sign (for the business or public entity) shall not exceed that which is otherwise allowed by county code. |
| <u>School District Property Signs</u> | Exempt from standards | Exempt from standards | Exempt from standards |
| <u>Gateway Signs</u> | Not applicable | Not applicable | <p>Allowed at:</p> <ul style="list-style-type: none"> • Mariposa and Merced County line at state highway 140; • Mariposa and Madera County line at state highway 49; • Mariposa and Madera County line at state highway 41 (one location to be chosen); • Mariposa and Stanislaus County line at state highway 132; • Mariposa and Tuolumne County line at state highway 132; • Mariposa and Tuolumne County line at state highway 120; • Additional locations may be considered by board of supervisors <p>One sign shall be allowed at each gateway location.</p> <p>Sign may be single or double faced.</p> <p>May not be placed within the right-of-way of a state highway or county public right-of-way.</p> <p>Gateway sign shall not be larger than 240 sq. ft.</p> <p>Maximum height shall not exceed 16 feet from existing ground surface or from existing road grade measured horizontally from highest point on travel lanes of road adjacent to proposed</p> |

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| | | | <p>sign location, whichever is highest.</p> <p>Specific message shall be directed at tourists entering or exiting Mariposa County and highlighting tourist amenities that Mariposa County has to offer. All other information on gateway signs prohibited.</p> <p>May incorporate external illumination, however internally illuminated signs shall be strictly prohibited. If external lighting is used for signs, lighting shall be shielded and directional and shall not shine light off-site.</p> <p>Shall not be a safety hazard for vehicular traffic.</p> <p>Gateway signs shall be approved by board of supervisors through design review application.</p> |
| <p><u>Wayfinding Signs</u></p> <p>Defined as:</p> <ul style="list-style-type: none"> • signs to help visitors to an area locate businesses and attractions by providing information at decision points; • planned, connected, esthetically pleasing and designed to create positive first impression; • shall be in accordance with | Permitted | Permitted | Permitted |

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| county-sponsored program, • shall not contain any business names or logos. | | | |
| <p><u>Political Signs</u></p> <p>Defined as sign which is intended to encourage a particular vote in a scheduled election.</p> <p>Also known as “temporary political sign” pursuant to Section 5405.3 of the State Outdoor Advertising Act (Business & Professions Code).</p> | <p>Allowed if:</p> <ul style="list-style-type: none"> • Not within the right-of-way of any state highway or on easement or right-of-way or on or over any portion of a county maintained road. • Shall not impair traffic safety, sight distance, or traffic flow • Shall not be placed on county property. • Shall not be placed sooner than 90 days prior to scheduled election. • Shall be removed within 10 days after election. • No individual sign shall be larger than 32 sq. ft. • Shall not contain outline tubing, flashing lights, or moving parts. | <p>Allowed if:</p> <ul style="list-style-type: none"> • Not within the right-of-way of any state highway or on easement or right-of-way or on or over any portion of a county maintained road. • Shall not impair traffic safety, sight distance, or traffic flow • Shall not be placed on county property. • Shall not be placed sooner than 90 days prior to scheduled election. • Shall be removed within 10 days after election. • No individual sign shall be larger than 32 sq. ft. • Shall not contain outline tubing, flashing lights, or moving parts. | <p>Allowed if:</p> <ul style="list-style-type: none"> • Not within the right-of-way of any state highway or on easement or right-of-way or on or over any portion of a county maintained road. • Shall not impair traffic safety, sight distance, or traffic flow • Shall not be placed on county property. • Shall not be placed sooner than 90 days prior to scheduled election. • Shall be removed within 10 days after election. • No individual sign shall be larger than 32 sq. ft. • Shall not contain outline tubing, flashing lights, or moving parts. |
| <p><u>Sign Code Enforcement</u></p> | <p>Process Code Compliance cases upon receipt of a “Request for Investigation” (RFI Form).</p> <p>Develop a phased compliance program with new permanent PT Code Enforcement Staff (not relying on RFI Form).</p> <p>Town of Mariposa is first in line for compliance program.</p> | <p>Process Code Compliance cases upon receipt of a “Request for Investigation” (RFI Form).</p> <p>Develop a phased compliance program with new permanent PT Code Enforcement Staff (not relying on RFI Form).</p> <p>Town of Mariposa is first in line for compliance program.</p> | <p>Process Code Compliance cases upon receipt of a “Request for Investigation” (RFI Form).</p> <p>Develop a phased compliance program with new permanent PT Code Enforcement Staff (not relying on RFI Form).</p> <p>Town of Mariposa is first in line for compliance program.</p> |

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|--|---|---|--|
| <u>Location of Referenced Regulations in Mariposa County Code, Zoning Ordinance</u> | Chapter 17.67 Section 17.108.190 Chapter 17.144 Chapter 17.148 Section 17.336.010 Section 17.336.060 Section 17.336.070 | Chapter 17.66 Section 17.108.190 Chapter 17.144 Chapter 17.148 Section 17.336.010 Section 17.336.060 | Section 17.108.130 Section 17.108.190 Chapter 17.144 Chapter 17.148 |
| <u>Regulations not addressed in Matrix:</u> Scenic Highway Overlay Zone Neighborhood Commercial Zone Resort Commercial Zone Coulterville Town Wawona Town Fish Camp Town Catheys Valley Community | | | |