

# Chapter 26

## SIGNS

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26.0 Purpose: The purpose of this chapter is to promote and protect the public health, welfare, and safety of the general public by implementing regional outdoor advertising regulations pursuant to Article VI of the Compact, to protect property values, create a more attractive economic and business climate, enhance the aesthetic appearance of the physical community, preserve the scenic and natural beauty and provide an enjoyable and pleasing community in accordance with Community Design Subelement of the Land Use Element and related elements of the Goals and Policies. It is further intended to reduce signs or advertising distractions and obstructions that may contribute to traffic accidents.

26.1 Applicability: All signs shall comply with the applicable standards set forth in this Chapter, except as noted below. Except as exempted in Section 26.3, installation, modification or replacement of signs requires review and approval as a project in accordance with this Chapter and other applicable provisions of the Code. In addition, sign projects also may have imposed, as conditions of approval, appropriate provisions of the Design Review Guidelines and the Scenic Quality Improvement Program. Signs within the Meyers Community Plan shall comply with the applicable standards set forth in this Chapter except where the standards have been replaced by substitute community plan standards, in which case the substitute standards shall apply.

26.1.A Douglas County Substitutions: The Douglas County Community Plans, Design Standards and Guidelines, August 1993, shall apply within the Round Hill, Kingsbury, and Stateline Community Plans.

- 26.1.B Placer County Substitutions: The Placer County Standards and Guidelines for Signage, Parking, and Design (November 1997) shall apply to the Tahoe City, Carnelian Bay, Tahoe Vista, Kings Beach Commercial, and Kings Beach Industrial Community Plans. The Placer County Standards and Guidelines for Signage, Parking and Design (November 1997) shall apply to the entire portion of Placer County within the Tahoe Region.<sup>§</sup>
- 26.1.C City of South Lake Tahoe Substitutions: The City of South Lake Tahoe Standards and Guidelines for Design, Signage, Parking, Driveway, and Loading Spaces, June 1994, shall apply to the Stateline/Ski Run Community Plan and the entire City of South Lake Tahoe.
- 26.1.D Washoe County Substitutions: The Signage, Parking, and Design Standards and Guidelines for the Community Plans of Washoe County (November 1996), shall apply to the North Stateline, Incline Village Commercial, Incline Village Tourist, and Ponderosa Ranch Community Plans.
- 26.1.E Recreation Sign Guidelines: The Lake Tahoe Recreation Sign Guidelines shall apply to the entire Lake Tahoe Region.<sup>§§</sup>
- 26.2 Sign Package Review: As an integral part of TRPA's review of a proposed new facility or development, or expansion of an existing use, or change in use not exempted under Chapter 4, or any sign project application, all locations and areas currently occupied, or intended to be occupied, by permanent signage on the project area shall be indicated on the submitted plans or drawings, together with the dimensions of each sign. Sign package review requirements shall not apply to sign project applications for a face change only, in existing sign structures approved by TRPA pursuant to this chapter. See also Subparagraph 26.3, below.
- 26.3 List of Exempt Activities: The following sign activities are not subject to review and approval by TRPA provided they do not result in the creation of additional land coverage or relocation of land coverage, and they comply with all restrictions set forth below.
- (1) The changing of the advertising copy of message on a lawfully erected changeable copy sign;
  - (2) Maintenance or cleaning of a sign. This exception shall not include any structural, electrical, copy, or color changes of a sign;
  - (3) For each street frontage of the primary use, one sign not over one square foot in area advertising that credit is available;
  - (4) For each parcel, one identification sign containing no advertising matter, nonelectrical, nonilluminated, two square feet or less in area, which is permanently affixed in a plane parallel to a wall located entirely on private property;

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<sup>§</sup> Amended 11/19/97, Subsection 26.1.B.

<sup>§§</sup> Amended 1/24/01

- (5) For each parcel, one temporary sign per street frontage which is not greater than 12 square feet in area, is not internally illuminated, and is not displayed for more than 30 days in a calendar year, except that for 60 days preceding a general or special election more than one such sign may be placed on each parcel, provided they are removed immediately after the election;
- (6) Construction site identification signs, which may identify the project, the owner or developer, architect or other designer, engineer, contractor and subcontractors, funding sources, and other related information. Not more than one such sign shall be erected per site, and it shall not exceed 32 square feet in area or eight feet in height. Such signs shall not be erected prior to the issuance of a building permit and shall be removed within ten days of site or building occupancy;
- (7) Signs or tablets with names of buildings and dates of erection, when cut into masonry surface or when constructed of bronze or other metals;
- (8) Signs of public service entities indicating danger and/or service and safety information;
- (9) In residential areas, signs not exceeding four square feet in area such as (i) signs giving property identification names or numbers or names of occupants, (ii) signs on mailboxes or newspaper tubes, (iii) signs posted on private property relating to private parking or warning the public against trespassing or danger from animals;
- (10) Any sign not visible from a street, public recreation area, bicycle trail, or from Lake Tahoe;
- (11) Any sign which is located within a building and which is clearly intended to be visible primarily to people located within the building;
- (12) Signs located within structures, including inside window signs intended to be seen from outside of the building when such signs are limited to five percent (5%) of the area of each window. See also Subsection 26.6.R.;
- (13) Signs on private property 12" x 18" or smaller which limit access, provide direction, parking admittance or pertain to security provisions; signs 18" x 18" or smaller defining entrance or exit; and octagonal stop signs 24" or smaller;
- (14) Signs which are reviewed and approved consistent with this Code [(except for Subparagraph 26.14.C. (10)] by the US Forest Service, a state agency, or a local government pursuant to a memorandum of understanding with TRPA;
- (15) Signs which are reviewed and approved by a local government provided the standards used in the review and approval are adopted as substitute standards by TRPA pursuant to Section 26.5;

- (16) Until January 1, 1991, signs which are reviewed and approved consistent with the interim sign standards established in Ordinance 87-8, by a local government pursuant to a memorandum of understanding signed before January 25, 1990; and
- (17) Replacement of street signs and other regulatory or directional signs when the area or height of the replacement sign does not exceed the area or height of the sign to be replaced, and when the sign conforms to the applicable standards of the Manual On Uniform Traffic Control Devices, 1978. Installation of new street signs and other regulatory or directional signs or replacement of such signs where the area or height of the replacement sign is greater than the area or height of the sign to be replaced shall be reviewed as a project unless specifically exempted by means of a memorandum of understanding or other agreement.

26.4 List of Qualified Exempt Activities: The following sign activities are not subject to review and approval by TRPA provided the applicant certifies on a TRPA Qualified Exempt form that the activity fits within one or more of the following categories, and the activity does not result in the creation of additional land coverage or relocation of existing land coverage and complies with all restrictions set forth below. The statement shall be filed with TRPA at least one working day before the activity commences and shall be made under penalty of perjury.

- (1) Installation or replacement of subdivision identification names or letters, provided the name or lettering is installed on an existing wall or similar structure, is not over 12 inches high, and is not internally illuminated; and
- (2) Replacement of sign faces on signs approved by TRPA pursuant to this chapter provided the new sign face remains in compliance with this chapter.

26.5. Substitution of Standards: Sign standards may be substituted as follows:

26.5.A Local Government Standards: Local governments may adopt equal or superior sign standards. TRPA, upon finding the local standards are equal or superior to the TRPA sign standards as they may affect attainment and maintenance of TRPA's scenic resources thresholds, may approve the local government sign standards and exempt signs approved in accordance with such local standards from TRPA review.

26.5.B Community Plan Standards: Community plans may establish equal or superior sign standards for use in a specific community plan area if finding (1) or (2) is made. Substitute standards adopted by TRPA are listed as an appendix to this chapter. If adopted by local government, these standards may also be a basis for exemptions as set forth in 26.5.A.

- (1) TRPA, upon finding the community plan standards are equal or superior to the TRPA sign standards as they may affect the attainment and maintenance of TRPA's scenic resource thresholds, may adopt the community plan sign standards for use during TRPA review of signs in the specific community plan area, or

- (2) TRPA, upon finding the community plan scenic quality improvement program which may include substitute sign standards, is equal or superior to the TRPA scenic quality improvement program for the same plan area as they may effect the attainment and maintenance of TRPA's scenic resource thresholds, may adopt the community plan scenic quality improvement program for use during TRPA review of projects in the specific community plan area.

26.5.C Findings Required for Substitute Standards: TRPA may adopt a substitute sign ordinance for use in a local jurisdiction or in a community plan area. In making the finding that the substitute standards are equal or superior to TRPA standards, TRPA shall consider the following:

- (1) A scenic quality analysis using appropriate methods of visual simulation has been provided and indicates the substitute standards do not result in adverse impacts on applicable scenic resources and community design thresholds.
- (2) The substitute ordinance, in combination with the applicable elements of TRPA's Scenic Resource Management Plan and adopted community plans, redevelopment plans or other TRPA-approved master plans, results in a threshold travel route rating for applicable threshold travel routes of at least 16 for roadway travel routes, or a shoreline travel route rating of at least 8, by July 1, 2007, and does not result in a decline of applicable roadway or shoreline scenic quality ratings.

26.6 General Sign Standards: The following sign standards shall apply to all signs except where specifically provided otherwise:

26.6.A Opaque Background for Internally Illuminated Signs: The background of all internally illuminated signs shall either be of an opaque material which does not transmit light, or shall be of a dark color. This standard shall not apply to signs constructed entirely of neon tubing. Dark colors which meet this standard are listed in Chapter 8 of the Design Review Guidelines Manual.

26.6.B Off-Premise Signs: No sign shall be erected or maintained on a parcel or project area other than the parcel or project area on which the use or activity advertised by the sign is located.

26.6.C Sign Illumination: No sign shall be illuminated by or contain blinking, flashing, intermittent, or moving light or lights, except the time and temperature portion of a sign.

26.6.D Diffuse Lighting: All signs which are illuminated shall be illuminated using indirect or diffuse lighting. No sign shall contain copy which consists of illuminated bulbs or individual lights or light sources. This standard shall not apply to signs constructed entirely of neon tubing.

- 26.6.E Roof Signs: No sign shall be mounted on the roof of a building or other structure, except for signs mounted on mansard roofs and which do not extend vertically above the top of the mansard.
- 26.6.F Prohibited Devices: Strings of pennants, banners, ribbons, streamers, balloons, spinners, or other similar moving or fluttering devices, and searchlights shall be prohibited. Signs within the Meyers Community Plan shall not use or include reflective materials on any part of the sign or sign structure.
- 26.6.G Signs Imitating Official Traffic Signs: No sign shall imitate the color and shape of, or directions given in, an official traffic sign or signal, or use such words as "stop," "caution," "yield," "danger," or "warning".
- 26.6.H Signs Obscuring Vision: No sign shall be placed such that it unsafely obscures the vision of a motorist upon entering or leaving a street.
- 26.6.I Signs on Natural Features and Other Structures: No sign shall be affixed to or painted on trees, rocks, or other natural features, utility poles, street sign poles, traffic signal equipment and poles, garbage receptacles, benches, and other types of street furniture, and fences.
- 26.6.J Rotating Signs: No sign shall rotate or have a rotating or moving part, or parts, except barber poles to the extent required by state law, and clocks and thermometers.
- 26.6.K Signs Attached to Motor Vehicles: No sign shall be attached to or located on stationary motor vehicles, equipment, trailers and related devices, when used in a manner to augment approved signage for a business as opposed to normal operation or parking of the vehicle, equipment, trailer and related device. This subsection shall not apply to business, company, or government identification signs, or nonstationary motor vehicles.
- 26.6.L Portable Signs: No sign shall be permitted which is not permanently affixed to the ground or a building, except for the following temporary sign standards for signs within the Meyers Community Plan.
- (1) Temporary Signs For Winter. Until such time as Caltrans provides a snow haul for plowed snow stored along U. S. 50, businesses located adjacent to U. S. 50 may install temporary signs which meet the design criteria for temporary winter signs listed below provided a permit for the sign is obtained each year. Once the snow haul has begun, no temporary signs will be permitted and the temporary sign provision will be deleted from the Community Plan and substitute sign standards. Design Criteria for Temporary Winter Signs:
- (a) Each business located adjacent to U. S. 50 may install one temporary sign when plowed snow along U. S. 50 obscures the visibility of a legally existing freestanding or building sign;
- (b) The sign shall be placed on private property and may be placed in such a manner as to be visible from U. S. 50;

- (c) The sign shall be a maximum of 12 square feet in area;
- (d) The sign shall be constructed of sign board, plywood or sign foam only. No other materials are permitted including, but not limited to, such materials as cloth, banners, pennants, or flags;
- (e) The sign face shall have a dark background;
- (f) The sign shall not be internally illuminated;
- (g) No other temporary signs shall be in place; and
- (h) The temporary sign shall be removed once the permanent sign face is completely visible from U. S. 50.

26.6.M State of Repair: All signs and components thereof, including supports, braces, and anchors, shall be kept in a state of good repair.

26.6.N Removal of Sign Message: Any sign for which the sign message or face has been removed, leaving only the supporting frame, can, braces, anchors, or similar components, shall, within 30 days of the removal of the message or face, have the message or face replaced with a blank face or new message or face, or shall have the remaining components of the sign removed. This subsection shall not be construed to alter the effect of Section 26.14, which prohibits the replacement of a nonconforming sign.

26.6.O Noncommercial Copy: No provision of this or any related chapter shall be construed as regulating or restricting the use of noncommercial copy or message on any sign which is permitted under this chapter. "Noncommercial copy or message" for purposes of this provision means copy or other message that does not advertise a business or similar economic means for the production of income.

26.6.P Highway Signs: Highway signs, street signs and other regulatory and directional signs which are located on public rights-of-way shall conform to the applicable sign standards set forth in the Manual On Uniform Traffic Control Devices, 1978, or other standards which may be contained in a memorandum of understanding between TRPA and a public agency with jurisdiction over the travel way.

26.6.Q Increases in Maximum Allowed Sign Area: Sign area for building and freestanding signs, which are visible from highways with a posted speed limit of 45 miles per hour or greater, may be allowed up to 20 percent additional sign area over the maximum allowable area for each sign as calculated based on the applicable provisions of this ordinance. Sign area for building and freestanding signs within the Meyers Community Plan which are visible from highways with a posted speed limit of 40 miles per hour or greater, may be allowed up to 20 percent additional sign area over the maximum allowable area for each sign as calculated based on the applicable provisions of this ordinance.

26.6.R Window Signs: Any window sign which exceeds five percent of the window area of any window shall be included in the maximum allowable square footage calculations for building signs. Permanent signs printed on windows are considered to be building signs and shall be included in the maximum allowable square footage calculations under this chapter.

26.7 Signs in Conservation Plan Areas: The following standards shall apply to signs located in Conservation plan areas:

26.7.A Signs on National Forest Lands: Signs on National Forest lands, including sites permitted for private use, shall conform to standards enforced by the U.S. Forest Service as set forth in the Forest Service Catalog of Posters and Signs, FSH 7109.11a, 1980, as amended.

26.7.B Signs on California or Nevada State Park Lands: Signs on California State Park lands shall conform to the standards enforced by the State of California as set forth in the Department of Parks and Recreation Sign Handbook, 1973, as amended. Signs on Nevada State Park lands shall conform to the standards enforced by the State of Nevada as set forth in the State of California Department of Parks and Recreation Sign Handbook, 1973, as amended.

26.7.C Signs on Private Lands: Except as provided in Subsection 26.7.A, signs on private lands shall conform to the standards set forth in Subsection 26.9.C.

26.8 Signs in Recreation Plan Areas: The following standards shall apply to signs located in Recreation plan areas.

26.8.A Signs at Recreation Areas: Signs at recreation areas in recreation plan areas shall conform to the following standards:

(1) Recreation Areas and Facilities Operated by the U.S. Forest Service, or California or Nevada State Parks: Signs at recreation areas and facilities which are operated by the U.S. Forest Service shall conform to the standards enforced by the U.S. Forest Service as set forth in the Forest Service Catalog of Posters and Signs, FSH 7109.11a, 1980, as amended. Signs at recreation areas and facilities which are operated by California State Parks shall conform to the standards enforced by the State of California as set forth in the California Department of Parks and Recreation Sign Handbook, 1973, as amended. Signs at recreation areas and facilities which are operated by Nevada State Parks shall conform to the standards enforced by the State of Nevada as set forth in the State of California Department of Parks and Recreation Sign Handbook, 1973, as amended.

(2) Recreation Facilities Operated By Permittees on National Forest Lands, or California or Nevada State Park Lands: Signs at recreation facilities operated by permittees on National Forest lands, or California or Nevada State Parks shall conform to the following standards:



- (a) Recreation Area Identification Signs: One freestanding sign identifying the recreation area may be allowed for each recreation area. The sign shall conform to the freestanding sign setback, height, and area standards established in Subsection 26.10.B with the following exception: two freestanding signs may be allowed, provided that: the combined sign area for the two freestanding signs does not exceed the maximum area allowed for said one freestanding sign, the height of the second sign is not greater than the first sign, and the setback of the second sign is not less than the first sign.
  - (b) Recreation Facility Identification Signs: Either one freestanding or one building sign may be allowed for each recreational facility or other use at a recreation area. Freestanding signs shall have a maximum sign area of 20 square feet and a maximum height of 5 feet. Freestanding signs shall be located no further than 30 feet from any portion of the facility or other use. Allowable sign area for building signs shall be calculated based on the formula of one square foot of sign area for each one lineal foot of building frontage along the side where the sign is to be displayed up to a maximum of 20 square feet. The maximum height of building signs shall be 15 feet above grade. In instances where the facility has no building frontage as defined in Chapter 2, but does have a frontage without a public entrance on what is defined as a street, TRPA may allow building signage to be erected upon that alternate frontage. The sign area shall be calculated based upon that alternate frontage.
  - (c) Directory Signs: Directory signs identifying facilities at recreation areas may be allowed. Such signs shall have a maximum aggregate sign area of 10 square feet and a maximum height of 6 feet. An additional one foot of height may be allowed if the sign is incorporated into pedestrian seating or a landscape planter.
- (3) Signs at Other Publicly-Owned or Privately-Owned Recreation Areas: Signs at other publicly-owned or privately-owned recreation areas shall conform to the standards established in Subparagraph 26.8.A(2).
- 26.8.B Signs for Other Uses: Signs for uses other than recreation in recreation plan areas shall conform to the standards established in Subsections 26.8.C, 26.8.D, and 26.9.C.
- 26.8.C Pedestrian-Oriented Signs: Each use may be allowed one pedestrian-oriented sign per public entrance provided that the sign is displayed at or near the entrance, is not internally illuminated, has a maximum sign area of 5 square feet, and has a maximum height of 10 feet above grade.

- 26.8.D Directional Signs: Directional signs which are no greater than four square feet in area, no greater than six feet in height, contain no advertising copy, and are not located within the yard setbacks required by the applicable local jurisdiction, may be allowed, and shall not be included in the total allowable sign area for each use. Directional signs which do not meet these standards may be allowed provided they are counted as part of the total sign area allowed for building signs or freestanding signs, as applicable.
- 26.9 Signs in Residential Plan Areas: The following standards shall apply to signs located in Residential plan areas:
- 26.9.A Subdivision Entrance Signs: Residential subdivisions may be allowed one freestanding or wall-mounted sign per public street entrance. Such sign shall be no greater than 40 square feet in area. Freestanding signs shall comply with the height and setback regulations established in Subsection 26.9.C. The height of wall-mounted signs shall be no greater than 10 feet above grade. Two freestanding or wall-mounted signs, or one of each, may be allowed per public street entrance, provided the combined area of both signs is not greater than 40 square feet.
- 26.9.B Signs for Multi-Residential Uses: Signs for multi-residential uses of 5 or more dwelling units shall conform to the standards established in Subsection 26.9.A.
- 26.9.C Signs For Non-Residential Uses: The following standards shall apply to signs for non-residential uses including non-residential uses in plan area special areas, located in Residential plan areas:
- (1) Building Signs: Each primary use may be allowed one square foot of sign area for each one lineal foot of building frontage up to a maximum of 30 square feet of sign area per building frontage. Maximum height of building signs shall be 15 feet above grade, with a maximum of four building signs permitted per primary use. In instances where the primary use has no building frontage as defined in Chapter 2, but does have a frontage without a public entrance on what is defined as a street, TRPA may allow building signage to be erected upon that alternate frontage. The sign area shall be calculated based upon that alternate frontage. Up to fifty percent of the maximum allowable sign area for building signs may be used in a projecting sign. Projecting signs are defined in Chapter 2.
  - (2) Freestanding Signs: One freestanding sign per project area may be allowed if the eligibility standards listed in Subparagraph 26.10.B(1) are met. Two freestanding signs per project area may be allowed if the eligibility standards listed in Subparagraph 26.10.B(2) are met.
    - (a) Freestanding Sign Area: The maximum allow able sign area for freestanding signs is established in Table A.

- (b) Freestanding Sign Height: The maximum allowable height of freestanding signs is established in Table B.
  - (c) Freestanding Sign Location: No portion of a freestanding sign shall be closer than five feet to any property line which is adjacent to a public right-of-way.
  - (d) Additional Height for Freestanding Signs: Up to two feet of additional height for freestanding signs may be allowed when the freestanding sign is incorporated into a landscape planter, monument base, or pedestal. The additional height allowed will be the height of the landscape planter, monument base, or pedestal, up to a maximum of two feet. Examples of a landscape planter, monument base, and pedestal are found in the Design Review Guidelines.
- (3) Pedestrian-Oriented Signs: Each use may be allowed one pedestrian-oriented sign per public entrance provided that the sign is displayed at or near the entrance, is not internally illuminated, has a maximum sign area of 5 square feet, and has a maximum height of 10 feet above grade.

26.9.D Directional Signs: Directional signs which are no greater than four square feet in area, no greater than six feet in height, contain no advertising copy, and are not located within the yard setbacks required by the applicable local jurisdiction, may be allowed, and shall not be included in the total allowable sign area for each use. Directional signs which do not meet these standards may be allowed provided they are counted as part of the total sign area allowed for building signs or freestanding signs, as applicable.

26.10 Signs in Commercial and Public Service Plan Areas: The following standards shall apply to signs located in Commercial and Public Service plan areas, except for certain signs within the Meyers Community Plan. The Meyers Community Plan substitute sign standards are listed below.

26.10.A Building Signs: Each primary use may be allowed one square foot of building sign area for each one lineal foot of building frontage up to a maximum of 40 square feet of sign area per building frontage. Maximum height of building signs shall be 15 feet above grade, with a maximum of four building signs permitted per primary use. In instances where the primary use has no building frontage as defined in Chapter 2, but does have a frontage without a public entrance on what is defined as a street, TRPA may allow building signage to be erected upon that alternate frontage. The sign area shall be calculated based upon that alternate frontage. Up to fifty percent of the maximum allowable sign area for building signs may be used in a projecting sign. Projecting signs are defined in Chapter 2.

For building signs within the Meyers Community Plan, the following increase in maximum allowable building sign height may be permitted. Maximum height of building signs which are painted on the building or appear to be painted on the building may be equal to a line formed by the top of the second floor windows or 20 feet above grade, whichever

is lower, when the building is determined to conform to the Meyers historic architectural design theme. This includes signs which are vertically oriented. This provision is not permitted for signs which are internally illuminated, including illumination by neon.

26.10.B Freestanding Signs: Freestanding signs shall conform to the following standards:

- (1) One freestanding sign per project area may be allowed if:
  - (a) The street frontage of the project area is greater than 100 feet in length; or
  - (b) The sign identifies a building with multiple tenants or a project area with multiple buildings; or
  - (c) The use does not contain a structure in its normal operation on which to place a building sign; or
  - (d) The building is set back at least 50 feet from the edge of the right-of-way; or
  - (e) The freestanding sign is set back beyond the building facade closest to the roadway.
- (2) Multiple Freestanding Signs Allowed: Two free-standing signs per project area may be allowed if:
  - (a) The street frontage of the project area is greater than 300 feet in length; and
  - (b) The project area has more than one major entry point; and
  - (c) The freestanding signs face different streets or are at least 1,000 feet apart; and
  - (d) The distance between the freestanding signs is at least 100 feet.
- (3) Freestanding Sign Area: The maximum allowable sign area of freestanding signs is established in Table C.
- (4) Freestanding Sign Height: The maximum allowable height of freestanding signs is established in Table D.
- (5) Freestanding Sign Location: No portion of a freestanding sign shall be closer than five feet to any property line which is adjacent to a public right-of-way.
- (6) Additional Height for Freestanding Signs: Up to two feet of additional height for freestanding signs may be approved when the freestanding sign is incorporated into a landscape planter, monument base, or pedestal. The additional height permitted will be the height of the landscape planter, monument base, or

pedestal, up to a maximum of two feet. Examples of a landscape planter, monument base, and pedestal are found in the Design Review Guidelines.

- 26.10.C Pedestrian-Oriented Signs: Each use may be allowed one pedestrian-oriented sign per public entrance provided that the sign is displayed at or near the entrance, is not internally illuminated, has a maximum sign area of 5 square feet, and has a maximum height of 10 feet above grade.
- 26.10.D Directional Signs: Directional signs which are no greater than four square feet in area, no greater than six feet in height, contain no advertising copy, and are not located within the yard setbacks required by the applicable local jurisdiction, may be allowed, and shall not be included in the total allowable sign area for each use. Directional signs which do not meet these standards may be allowed provided they are counted as part of the total sign area allowed for building signs or freestanding signs, as applicable.
- 26.10.E Transfer of Certain Building Sign Area Within the Meyers Community Plan: Building sign area for building signs within the Meyers Community Plan which may otherwise be permitted under this chapter may be transferred from the building frontage against which the permissible sign area is determined to another side of the same building which does not have a building frontage as defined by Chapter 2 provided the following conditions are met.
- (1) The building on which the signage is to be transferred is determined to conform to the Meyers historic architectural design theme;
  - (2) The sign area is completely transferred such that no signage remains or is installed on the front age from which the sign area was transferred;
  - (3) The building side receiving the transferred sign area is the side adjacent to the building front age from which the sign area is transferred;
  - (4) The transfer may occur one time per primary use;
  - (5) The transferred sign area is not internally illuminated, is not used in a projecting sign and is found to be consistent with the Meyers Community Plan Design Review Guidelines for Building Signs on Historic Theme Buildings; and
  - (6) The transfer to the building side receiving the transferred area does not result in a total building sign area greater than 27 square feet, regardless of sign ownership or arrangement of uses within the building.

- 26.11 Signs in Tourist Plan Areas: The following standards shall apply to signs located in Tourist plan areas:
- 26.11.A Building Signs: Each primary use may be allowed one square foot of sign area for each one lineal foot of building frontage up to a maximum of 40 square feet of sign area per building frontage. Maximum height of building signs shall be 15 feet above grade, with a maximum of four building signs per primary use. In instances where the primary use has no building front age as defined in Chapter 2, but does have a frontage without a public entrance on what is defined as a street, TRPA may allow building signage to be erected upon that alternate frontage. The sign area shall be calculated based upon that alternate frontage. Up to fifty percent of the maximum allowable sign area for building signs may be used in a projecting sign. Projecting signs are defined in Chapter 2.
- 26.11.B Freestanding Signs: Freestanding signs shall conform to the standards set forth in Subsection 26.10.B.
- 26.11.C Signs in Plan Areas 032, 089A, and Portions of 076: Substitute standards for signs in Plan Areas 032 and 089A, and that portion of Plan Area 076 which contains parcels abutting Highway 50, may be adopted if such sign standards, in combination with a scenic quality improvement program adopted specifically for that area, are equal or superior to the adopted TRPA ordinances and programs otherwise applicable, as they affect the attainment and maintenance of TRPA's scenic resource thresholds. In making the finding that the substitute standards are equal or superior to TRPA standards, TRPA shall consider the following:
- (1) A scenic quality analysis using appropriate methods of visual simulation has been provided and indicates the substitute standards do not result in adverse impacts on applicable scenic resources and community design thresholds.
  - (2) The substitute standards, in combination with the applicable elements of TRPA's Scenic Resources Management Plan and adopted community plans, redevelopment plans or other TRPA-approved master plans, results in a threshold travel route rating for applicable threshold travel routes of at least 16 for roadway travel routes, or a shoreline travel route rating of at least 8, by July 1, 2007, and does not result in a decline of applicable roadway or shoreline scenic quality ratings.
- 26.11.D Pedestrian-Oriented Signs: Each use may be allowed one pedestrian-oriented sign per public entrance provided that the sign is displayed at or near the entrance, is not internally illuminated, has a maximum sign area of 5 square feet, and has a maximum height of 10 feet above grade.
- 26.11.E Directional Signs: Directional signs, which are no greater than four square feet in area, no greater than six feet in height, contain no advertising copy, and are not located within the yard setbacks required by the applicable local jurisdiction, may be allowed, and shall not be

included in the total allowable sign area for each use. Directional signs which do not meet these standards may be approved provided they are counted as part of the total sign area allowed for building signs or freestanding signs, as applicable.

26.12 Gasoline Price Signs: Signs for gasoline or other motor fuel price signs shall conform to the following standards:

26.12.A Motor Vehicles: A use which includes selling motor vehicle fuel to the public may be allowed one gasoline price sign on each street frontage providing direct vehicular entrance to the use. Such signs may be incorporated into a freestanding sign, however, the gasoline price sign shall not exceed ten feet in height and 15 square feet in area for each side. Gasoline price signs shall have no more than two sides. Portable gasoline price signs are prohibited. Sign area utilized for gasoline price signs shall be included in the total freestanding sign area allowed for each use.

26.12.B Marina Gasoline Price Signs: A marina which sells motor fuel to the public may be allowed one gasoline price sign. Such sign may be incorporated into a freestanding sign, however, the gasoline price sign shall not exceed eight feet in height and nine square feet in area for each side. Gasoline price signs shall have no more than two sides. Portable gasoline price signs are not allowed. Sign area utilized for gasoline price signs shall be included in the total freestanding sign area allowed for each marina. Gasoline price signs located on commercial marina piers shall not exceed four feet in height pursuant to Chapter 54.

26.13 Temporary Signs: Temporary signs shall conform to the following standards:

26.13.A Temporary Signs For Temporary Activities: Temporary signs for temporary activities may be allowed, provided they conform to the standards set forth in Section 26.6, and to the following standards:

(1) Area And Height Limit: Individual temporary signs or a series of temporary signs intended to be read or viewed as one sign, which are part of a temporary activity, shall not exceed 60 square feet in area or six feet in height. Temporary signs which are placed in a temporary activity sign location designated as part of the adopted community plan shall not exceed 240 square feet of sign area per temporary activity.

(2) Time Limit Generally: Temporary signs which are part of a temporary activity may be installed up to 14 days prior to the activity and shall be removed at the end of the activity.

26.13.B Temporary Signs For Temporary Uses: Temporary signs for temporary uses may be allowed as part of a temporary use approval. Standards for temporary signs associated with temporary uses shall be the applicable standards of the plan area in which the temporary use is located as set forth in Sections 26.7 through 26.12, inclusive. All temporary signs shall comply with the standards set forth in Section 26.6. Temporary signs which are allowed as part of a temporary use shall be removed when the permit for the temporary use expires.

26.14 Existing Signs: An existing sign is a sign that is legally existing or approved on November 27, 1989.

26.14.A Conforming Sign: A sign that is existing as of the effective date of this Chapter, which complies with the standards set forth in this Chapter is a conforming sign.

26.14.B Nonconforming Sign: A sign that is existing as of the effective date of this Chapter, which does not comply with the applicable standards set forth in this Chapter is a nonconforming sign.

26.14.C Removal of Nonconforming Signs: Nonconforming signs shall be brought into conformance with the applicable standards, if conformance is possible, including substitute standards which may be in effect unless otherwise specified by the substitute sign standards or removed as follows:

- (1) Where the cost of conforming the sign is less than one hundred dollars or where the sign is valued at less than one hundred dollars, such sign shall be conformed or removed within one year after the effective date of this subparagraph.
- (2) If a nonconforming sign is destroyed or damaged to an extent in excess of 50 percent of the sign value.
- (3) If the sign is relocated.
- (4) If the sign is altered structurally, or if the sign face is altered, except for changeable copy signs and maintenance.
- (5) If the business or use for which the nonconforming sign(s) was installed is expanded or modified, and if the value of the expansion or modification exceeds 50 percent of the value of the existing improvements. All improvements to a single business or use within any 12-month period shall be treated cumulatively in the administration of this subsection.
- (6) By the expiration date for any permit for a use authorized by TRPA, which requires Governing Board approval as set forth in Chapter 4, results in an increase of more than 100 additional daily vehicle trips, or has improvements with a total construction cost of \$50,000 or greater, or by July 1, 2001, whichever occurs first, unless a conformance schedule is specified by substitute sign standards.
- (7) Nonconforming signs which are visible in whole, or in part, from any scenic threshold roadway or shoreline travel route shall be made to conform to the standards set forth in this Chapter or shall be removed no later than July 1, 2001, provided that written notice is given by TRPA no later than July 1, 2000, that a nonconforming sign exists, unless otherwise specified by substitute sign standards.



- (8) On the happening of any of the events described in Subparagraphs (2), (3), (4), and (5) above, the sign or signs shall be immediately brought into compliance with this chapter with a new permit secured therefor, or shall be removed.
- (9) Sign value shall be determined based on an actual sales receipt for the sign, a cost estimate for the replacement cost provided by a qualified professional, or the replacement cost as determined in the current edition of the Signwriters Guide to Easier Pricing, whichever is greater.
- (10) Exceptions to subparagraphs (1) through (8) of this subsection may be approved for existing signs provided the following findings can be made:
  - (a) The exception is in harmony with the purpose and intent of the sign ordinance;
  - (b) There are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property that are not contemplated or provided for by this ordinance;
  - (c) The approval of the exception will not be materially detrimental to the public health, safety, and welfare;
  - (d) Alternative signage concepts that comply with the provision to which the exception is requested have been evaluated, and undue hardship would result if the strict adherence to the provision is required;
  - (e) A scenic quality analysis demonstrates that the exception, if approved, will be consistent with the threshold attainment findings listed in the Scenic Resources Management Package Final Environmental Impact Statement, 1989;
  - (f) The exception which is approved shall not increase the number, area, and height of the existing sign or signs for which the exception is requested; and
  - (g) The exception is the minimum departure from the standards.

26.14.D Maintenance And Repair of Nonconforming Signs: Nothing in section 26.14 shall be construed to relieve the owner or user of a nonconforming sign, or owner of the property on which such nonconforming sign is located, from maintaining the sign in a state of good repair; provided, however, that any repainting, cleaning and other normal maintenance or repair of the sign or sign structure shall not modify the sign structure or copy in any way which makes it more nonconforming.

TABLE A

MAXIMUM ALLOWABLE SIGN AREA FOR FREESTANDING SIGNS  
FOR NON-RESIDENTIAL USES IN RESIDENTIAL PLAN AREAS

| Distance of Sign from Property Line | Maximum Sign Area |
|-------------------------------------|-------------------|
| 5 ft.                               | 15 sq. ft.        |
| 6 ft.                               | 16 sq. ft.        |
| 7 ft.                               | 17 sq. ft.        |
| 8 ft.                               | 18 sq. ft.        |
| 9 ft.                               | 19 sq. ft.        |
| 10 ft.                              | 20 sq. ft.        |
| 11 ft.                              | 21 sq. ft.        |
| 12 ft.                              | 22 sq. ft.        |
| 13 ft.                              | 23 sq. ft.        |
| 14 ft.                              | 24 sq. ft.        |
| 15 ft.                              | 25 sq. ft.        |
| 16 ft.                              | 26 sq. ft.        |
| 17 ft.                              | 27 sq. ft.        |
| 18 ft.                              | 28 sq. ft.        |
| 19 ft.                              | 29 sq. ft.        |
| 20 ft. or greater                   | 30 sq. ft.        |

TABLE B

MAXIMUM ALLOWABLE HEIGHT FOR FREESTANDING SIGNS FOR  
NON-RESIDENTIAL USES IN RESIDENTIAL PLAN AREAS

| Distance of Sign from Property Line | Maximum Sign Height |
|-------------------------------------|---------------------|
| 5'-0" - 10'-0"                      | 6 ft.               |
| 10'-1" - 15'-0"                     | 8 ft.               |
| 15'-1" or greater                   | 10 ft.              |

TABLE C

MAXIMUM ALLOWABLE SIGN AREA FOR FREESTANDING SIGNS  
IN COMMERCIAL/PUBLIC SERVICE AND TOURIST PLAN AREAS

| Distance of Sign from Property Line | Maximum Sign Area |
|-------------------------------------|-------------------|
| 5 ft.                               | 25 sq. ft.        |
| 6 ft.                               | 26 sq. ft.        |
| 7 ft.                               | 27 sq. ft.        |
| 8 ft.                               | 28 sq. ft.        |
| 9 ft.                               | 29 sq. ft.        |
| 10 ft.                              | 30 sq. ft.        |
| 11 ft.                              | 31 sq. ft.        |
| 12 ft.                              | 32 sq. ft.        |
| 13 ft.                              | 33 sq. ft.        |
| 14 ft.                              | 34 sq. ft.        |
| 15 ft.                              | 35 sq. ft.        |
| 16 ft.                              | 36 sq. ft.        |
| 17 ft.                              | 37 sq. ft.        |
| 18 ft.                              | 38 sq. ft.        |
| 19 ft.                              | 39 sq. ft.        |
| 20 ft. or greater                   | 40 sq. ft.        |

TABLE D

MAXIMUM ALLOWABLE HEIGHT FOR FREESTANDING SIGNS  
IN COMMERCIAL/PUBLIC SERVICE AND TOURIST PLAN AREAS

| Distance of Sign from Property Line | Maximum Sign Height |
|-------------------------------------|---------------------|
| 5'-0" - 10'-0"                      | 6 ft.               |
| 10'-1" - 15'-0"                     | 10 ft.              |
| 15'-1" or greater                   | 12 ft.              |

