e. Any property adjacent to any "landscaped freeway" within the City if the
sign is designed to be viewed primarily by persons traveling along the landscaped
freeway, and the sign is located within 660 feet of the outer limits of the
landscaped freeway.

2. No off-premises sign shall be erected at any location where, by reason of the
position, shape or color, it may interfere with, obstruct the view of, or be confused
with any authorized traffic sign, signal, or device.

3. Off-premises signs shall be prohibited if any portion of the sign is located within
300 feet of any residential zoning district.

4. No off-premises sign shall be physically attached to the roof of any structure.

D. Standards for Off-Premises Signs.

1. Size. The maximum size of any off-premises sign shall be 672 square feet.

2. Height. All off-premises signs shall be subject to a maximum height of 45 feet,
except those signs oriented towards a freeway and located within 500 feet of a freeway
right of way line shall be subject to a maximum height of 60 feet.

3. Separation. No off-premises sign, which is greater than 300 square feet in size,
shall be located nearer than 1,000 feet to any portion of another off-premises sign. All
other off-premises signs, 300 square feet or less in size, shall be separated by at least
750 feet.

4. Type. All flashing and/or moving displays/signs shall require an administrative
use permit. Flashing and/or moving displays/signs shall not be located within 300 feet
of any residential zoning district unless the display/sign is not visible from a
residential zoning district. The distance shall be measured in a straight line from the
nearest point of the proposed sign to the nearest applicable boundary line of a
residential zoning district.

E. Nonconforming Signs.

1. It is the intent of this section to recognize that the eventual elimination of
existing off-premises signs not in conformity with the provisions of this Development
Code is as important as the prohibition of new signs that would violate these
regulations. It is also the intent of this chapter that the elimination of nonconforming
signs shall be effected so as to avoid any unreasonable invasion of established property
rights. All off-premises signs which do not meet the requirements of this chapter are
deemed nonconforming.

2. If any legal nonconforming off-premises sign shall be damaged, deteriorated, or
dilapidated to a point that repair or rehabilitation would require expenditures in an
amount exceeding 50 percent of the fair market value of the sign, the sign shall be
removed within 90 days of a determination of the condition, as evidenced by written
notification by the Director to the owner of the sign.

3. No additions, enlargements, or changes which increase the nonconformity or life
of the sign shall be made to any nonconforming off-premises sign except the periodic
replacement of copy thereon. Repairs and maintenance of an ordinary nature may be
made in any period of 12 consecutive months to an extent not to exceed 10 percent of
the fair market value of the sign.

F. Relocation. If, due to a City or Redevelopment Agency project, a nonconforming off-
premises sign must be removed, it may be relocated on the same parcel of land, if feasible
and if all parties (landowner, sign owner, City, and/or Agency) agree. This also applies to a
conforming sign as long as the relocation does not make the sign nonconforming. Any
relocation on the same parcel of land in compliance with this section shall not be subject to
the three (3) to one (1) cap and replacement ratio in subsection B of this section (Cap and
replace). (Ord. 015-09 C.S., eff. 12-3-09; prior code § 16-360.100)
TABLE 2-2
ALLOWABLE LAND USES AND PERMIT REQUIREMENTS

<table>
<thead>
<tr>
<th>OTHER USES</th>
<th>PERMIT REQUIREMENT BY ZONING DISTRICT</th>
<th>Specific use standards:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RE</td>
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<td>Live-work space</td>
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<tr>
<td>Public and semi-public utility facilities</td>
<td>A</td>
<td>A</td>
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<tr>
<td>Public Institutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signs - Off-premises</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key:  
P = Use permitted  L = Land Development Permit required  A = Administrative Use Permit required  
C = Commission Use Permit Required  E = Use not allowed, except under special circumstances.  
Empty box = Use not allowed

Note:  
See Section 16.20.020 for an explanation of the table and each land use permit requirement.  
A use permit shall be required of any new commercial, industrial, institutional, or accessory use, or major  
addition that involves the manufacture, storage, handling, or processing of hazardous materials in  
compliance with Section 16.36.080 (Hazardous materials).

See Division 8 for definitions of the listed land uses.

Home occupations require a home occupation permit (Chapter 16.132)
B. Cap and Replace,

1. **The Cap.** The total number of all off-premises signs shall never exceed 306 signs, further said cap shall be reduced by the number of signs removed pursuant to relocation agreement(s) for digital/electronic/moving displays/signs.

2. **Static Signs.** The total number of off-premises signs shall never exceed 306 signs. The only zoning districts where static off-premises signs are allowed to be erected and maintained are the IL and IG zoning districts, unless the City and the sign company have entered into a relocation agreement. Pursuant to the relocation agreement, and subject to the cap of 306 and subject to all the other standards of this section, a static off-premises sign may be relocated to the CD, CG, or CL zoning districts based on a sign face square footage replacement ratio of three (3) to one (1). This means that for every new static sign allowed, existing signs equal to three (3) times the sign face square footage of the new sign shall be removed.

3. **Digital/Electronic/Moving Displays/Signs.** The total number of Digital/Electronic/Moving off-premises displays/signs shall be as established by City Council Resolution but shall never exceed twelve (12) signs (one (1) double-faced sign installation at six (6) locations). Digital/Electronic/Moving off-premises displays/signs are allowed to be erected and maintained only on City owned property in the IL, IG, CD, CG, or PF zoning districts subject to the City and the sign company entering into a relocation agreement. Pursuant to the relocation agreement, and subject to the cap and subject to all the other standards of this section, a Digital/Electronic/Moving off-premises display/sign may be relocated to City owned property in the above noted zoning districts based on a minimum minimum sign face square footage replacement ratio of nine (9) to one (1). This means that for every new Digital/Electronic/Moving display/sign allowed, existing signs equal to or greater than or greater than nine (9) times the sign face square footage of the new sign shall be removed.

4. **Sign Removal.** Signs to be removed under the requirements of this section shall be removed prior to any construction or installation of the replacement or relocated sign(s).

C. Off-Premises Signs Prohibited.

1. Notwithstanding subsection B of this section (Cap and replace), off-premises signs shall be prohibited in the following areas:
a. The Miracle Mile area along Pacific Avenue between Harding Way and Alpine Avenue;
b. The Stockton Channel area as defined in Division 8 of this Development Code;
c. Any project area established by the Redevelopment Agency, except on City owned property;
d. Any historic preservation district established by the Council; and
e. Any property adjacent to any "landscaped freeway" except on City owned property if the sign is designed to be viewed primarily by persons traveling along the landscaped freeway, and the sign is located within 660 feet of the outer limits of the landscaped freeway.

2. No off-premises sign shall be erected at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device.

3. Off-premises signs shall be prohibited if any portion of the sign is located within 300 feet of any residential zoning district, unless the display/sign is not visible from a residential zoning district. The distance shall be measured in a straight line from the nearest point of the proposed sign to the nearest applicable boundary line of a residential zoning district.

4. No off-premises sign shall be physically attached to the roof of any structure except on City owner property.

D. Standards for All Off-Premises Signs.

1. Size. The maximum size of any off-premises sign shall be 672 square feet.

2. Height. All off-premises signs shall be subject to a maximum height of 45 feet, except those signs oriented towards a freeway and located within 66500 feet of a freeway right of way line shall be subject to a maximum height of 60 feet above the adjacent Freeway surface or the adjacent freeway sound attenuation structure which ever is greater and shall not exceed 90 feet in height.

3. Separation. No off-premises sign, which is greater than 300 square feet in size, shall be located nearer than 1,000 feet to any portion of another off-premises sign. All other off-premises signs, 300 square feet or less in size, shall be separated by at least 750 feet.

4. Type. All off-premises signs shall require an Administrative use permit and as applicable, a City Council approved relocation agreement.

5. Other Regulations. All off-premises signs shall be consistent and comply with all provisions of the Outdoor Advertising Act as applicable. Flashing and/or moving displays/signs shall be located within 300 feet of any residential zoning district unless the display/sign is not visible from a residential zoning district. The distance shall be measured in a straight line from the nearest point of the proposed sign to the nearest applicable boundary line of a residential zoning district.
E. Standards for Digital/Electronic/Moving Off-Premises Displays/Signs.

1. **Size.** The maximum size of any off-premises sign face shall be 672 square feet.

2. **Height.** All off-premises signs shall be subject to a maximum height of 45 feet, except those signs oriented towards a freeway and located within 660 feet of a freeway right of way line shall be subject to a maximum height of 35 feet above the adjacent Freeway surface or the adjacent freeway sound attenuation structure which ever is greater and shall not exceed 90 feet in height.

3. **Separation.** No off-premises digital/electronic/moving display/sign shall be located nearer than 500 feet to any portion of another off-premises sign and no nearer than 5000 feet to any other off-premises digital/electronic/moving display/sign.

4. **Location.** Digital/electronic/moving off-premises displays/signs shall only be located along Freeways or access controlled State Highways. There shall be a maximum of two (2) digital/electronic/moving off-premises display/sign locations along qualifying sections of Interstate 5, a maximum of two (2) digital/electronic/moving off-premises display/sign locations along qualifying sections of State Route 99, and a maximum of two (2) digital/electronic/moving off-premises display/sign locations along qualifying sections of State Route 4. A maximum of one (1) double-faced display/sign is allowed per location.

5. **Type.** All digital/electronic/moving off-premises displays/signs shall require a Commission use permit and a City Council approved relocation agreement.

6. **Duration of Display/Message.** A digital/electronic/moving off-premises display/sign shall only display a series of still images, each of which must be displayed for a minimum of eight (8) seconds. Still images may not move or present the appearance of motion. Transition/blank screen time between one still image and the next shall not exceed one (1) second.

7. **Other Regulations.** All off-premises signs shall be consistent and comply with all provisions of the Outdoor Advertising Act as applicable.

F. Nonconforming Signs.

1. It is the intent of this section to recognize that the eventual elimination of existing off-premises signs not in conformity with the provisions of this Development Code is as important as the prohibition of new signs that would violate these regulations. It is also the intent of this chapter that the elimination of nonconforming signs shall be effected so as to avoid any unreasonable invasion of established property rights. All off-premises signs which do not meet the requirements of this chapter are deemed nonconforming.

2. If any legal nonconforming off-premises sign shall be damaged, deteriorated, or dilapidated to a point that repair or rehabilitation would require expenditures in an amount exceeding 50 percent of the fair market value of the sign, the sign shall be removed within 90 days of a determination of the condition, as evidenced by written notification by the Director to the owner of the sign.

3. No additions, enlargements, or changes which increase the nonconformity or life of the sign shall be made to any nonconforming off-premises sign except the periodic replacement of copy thereon. Repairs and maintenance of an ordinary nature may be
made in any period of 12 consecutive months to an extent not to exceed 10 percent of the fair market value of the sign.

**GF. Relocation.** If, due to a City or Redevelopment Agency project, a nonconforming off-premises sign must be removed, it may be relocated on the same parcel of land, if feasible and if all parties (landowner, sign owner, City, and/or Agency) agree. This also applies to a conforming sign as long as the relocation does not make the sign nonconforming. Any relocation on the same parcel of land in compliance with this section shall not be subject to the three (3) to one (1) cap and replacement ratio in subsection B of this section (Cap and replace). (Ord. 015-09 C.S., eff. 12-3-09; prior code § 16-360.100)

**Title 16, Division 8, Section 16.240.020 Definitions**

15. **Digital and/or Electronic Signs or Message Display.** A sign that is equipped to allow its information content, whether fixed or variable, to be changed or altered by electric, electro-mechanical, electronic or, digital display technology means.

16. **Moving Display/Sign (includes Flashing).** A sign that uses blinking, flashing, or intermittent illumination that has at least one (1) change in a 24-hour period; light reflectors; moving or reflective characters or materials.
# TABLE 2-2
ALLOWABLE LAND USES AND PERMIT REQUIREMENTS

<table>
<thead>
<tr>
<th>LAND USES</th>
<th>PERMIT REQUIREMENT BY ZONING DISTRICT</th>
<th>Specific use standards:</th>
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<tbody>
<tr>
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<td>RE RL RM RH CO CN CG CD CL CA IL IG PT PF OS</td>
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<tr>
<td>Other Uses</td>
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<td>Multi-use facilities</td>
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<tr>
<td>Signs - Off-premises</td>
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<td>Major impact facilities</td>
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</tbody>
</table>

**Key:**
- P = Use permitted
- L = Land Development Permit required
- A = Administrative Use Permit required
- C = Commission Use Permit Required
- E = Use not allowed, except under special circumstances.
- Empty box = Use not allowed

**Note:**
See Section 16.20.020 for an explanation of the table and each land use permit requirement.
A use permit shall be required of any new commercial, industrial, institutional, or accessory use, or major addition that involves the manufacture, storage, handling, or processing of hazardous materials in compliance with Section 16.36.080 (Hazardous materials).

See Division 8 for definitions of the listed land uses.

Home occupations require a home occupation permit (Chapter 16.132)
POTENTIAL DIGITAL BILLBOARD SITES (CITY OWNED)
INTERSTATE 80
West of Interstate 5 / South of Richard Blvd
RESOLUTION AUTHORIZING THE FILING OF A GENERAL RULE EXEMPTION FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT FOR THE PROPOSED AMENDMENT TO TITLE 16 OF THE STOCKTON MUNICIPAL CODE TO ALLOW DIGITAL OFF-PREMISES SIGNS ON CITY-OWNED PROPERTY IN INDUSTRIAL AND VARIOUS COMMERCIAL ZONING DISTRICTS

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. The City Council of the City of Stockton, after careful review and consideration of all comments received, and after using its independent judgment, hereby authorizes the filing of a General Rule Exemption in that the California Environmental Quality Act (CEQA) applies only to projects which have the potential for causing significant, adverse environmental effects. As defined in CEQA, a “Project” is an activity which may cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment as set forth in the report filed with the City Council on May 8, 2012, based upon the following findings:

   a. The Municipal Code amendment does not entitle and/or otherwise approve any specific activity that could result in either a direct or a reasonably foreseeable indirect physical change in the environment; and

   b. The Municipal Code amendment includes provisions for the City’s discretionary approval of all future allowable off-premise signs, thereby requiring an environmental assessment, per the CEQA requirements, prior to any site-specific project approval.

PASSED, APPROVED, and ADOPTED May 8, 2012

ATTEST:
ANN JOHNSTON
Mayor of the City of Stockton

BONNIE PAIGE
City Clerk of the City of Stockton

::ODMA\GRPWISE\COS.CDD.CDD_Library.94171.1

City Atty Review
Date May 2, 2012

259
ORDINANCE NO. ____________

AN ORDINANCE AMENDING TITLE 16, SECTION 16.20.020, TABLE 2-2, "ALLOWABLE LAND USES AND PERMIT REQUIREMENTS," SECTION 16.76.110, "STANDARDS FOR OFF-PREMISES SIGNS" AND SECTION 16.240.020, "DEFINITIONS" IN THE STOCKTON MUNICIPAL CODE TO ALLOW DIGITAL OFF-PREMISES SIGNS ON CITY-OWNED PROPERTY IN SPECIFIC ZONING DISTRICTS.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

SECTION I. AMENDMENT OF CODE.

The following sections of Title 16 of the Stockton Municipal Code are hereby amended to read as follows:

TABLE 2-2
ALLOWABLE LAND USES AND PERMIT REQUIREMENTS

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<thead>
<tr>
<th>PERMIT REQUIREMENT BY ZONING DISTRICT</th>
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</thead>
<tbody>
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<td>RE  RL  RM  RH  CO  CN  CG  CD  CL  CA  IL  IG  PT  PF  OS</td>
<td></td>
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<table>
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<th>L</th>
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| Signs - Off-premises | E | E | E | E | E | E | E |

Key: P = Use permitted    L = Land Development Permit required    A = Administrative Use Permit required    C = Commission Use Permit Required    E = Use not allowed, except under special circumstances.    Empty box = Use not allowed

Note: See Section 16.20.020 for an explanation of the table and each land use permit requirement. A use permit shall be required of any new commercial, industrial, institutional, or accessory use, or major addition that involves the manufacture, storage, handling, or processing of hazardous materials in compliance with Section 16.36.080 (Hazardous materials).

CITY ATTY REVIEW
DATE May 2, 2012

260
Section 16.76.110 Standards for off-premises signs

B. Cap and Replace.

1. The Cap. The total number of all off-premises signs shall never exceed 306 signs, further said cap shall be reduced by the number of signs removed pursuant to relocation agreement(s) for digital/electronic/moving displays/signs.

2. Static Signs. The only zoning districts where static off-premises signs are allowed to be erected and maintained are the IL and IG zoning districts, unless the City and the sign company have entered into a relocation agreement. Pursuant to the relocation agreement, and subject to the cap and subject to all the other standards of this section, a static off-premises sign may be relocated to the CD, CG, or CL zoning districts based on a sign face square footage replacement ratio of three (3) to one (1). This means that for every new static sign allowed, existing signs equal to three (3) times the sign face square footage of the new sign shall be removed.

3. Digital/Electronic/Moving Displays/Signs. The total number of Digital/Electronic/Moving off-premises displays/signs shall be as established by City Council Resolution but shall never exceed twelve (12) signs (one (1) double-faced sign installation at six (6) locations). Digital/Electronic/Moving off-premises displays/signs are allowed to be erected and maintained only on City owned property in the IL, IG, CD, CG, or PF zoning districts subject to the City and the sign company entering into a relocation agreement. Pursuant to the relocation agreement, and subject to the cap and subject to all the other standards of this section, a Digital/Electronic/Moving off-premises display/sign may be relocated to City owned property in the above noted zoning districts based on a minimum sign face square footage replacement ratio of nine (9) to one (1). This means that for every new Digital/Electronic/Moving display/sign allowed, existing signs equal to or greater than nine (9) times the sign face square footage of the new sign shall be removed.

4. Sign Removal. Signs to be removed under the requirements of this section shall be removed prior to any construction or installation of the replacement or relocated sign(s).

C. Off-Premises Signs Prohibited.

1. Notwithstanding subsection B of this section (Cap and replace), off-premises signs shall be prohibited in the following areas:
   a. The Miracle Mile area along Pacific Avenue between Harding Way and Alpine Avenue;
b. The Stockton Channel area as defined in Division 8 of this Development Code;
c. Any established Redevelopment Project Area, except on City owned property;
d. Any historic preservation district established by the Council; and
e. Any property adjacent to any “landscaped freeway” except on City owned property if the sign is designed to be viewed primarily by persons traveling along the landscaped freeway, and the sign is located within 660 feet of the outer limits of the landscaped freeway.

2. No off-premises sign shall be erected at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal, or device.

3. Off-premises signs shall be prohibited if any portion of the sign is located within 300 feet of any residential zoning district unless the display/sign is not visible from a residential zoning district. The distance shall be measured in a straight line from the nearest point of the proposed sign to the nearest applicable boundary line of a residential zoning district.

4. No off-premises sign shall be physically attached to the roof of any structure except on City owner property.

D. Standards for All Off-Premises Signs.

1. **Size.** The maximum size of any off-premises sign shall be 672 square feet.

2. **Height.** All off-premises signs shall be subject to a maximum height of 45 feet, except those signs oriented towards a freeway and located within 660 feet of a freeway right of way line shall be subject to a maximum height of 35 feet above the adjacent Freeway surface or the adjacent freeway sound attenuation structure which ever is greater and shall not exceed 90 feet in height.

3. **Separation.** No off-premises sign, which is greater than 300 square feet in size, shall be located nearer than 1,000 feet to any portion of another off-premises sign. All other off-premises signs, 300 square feet or less in size, shall be separated by at least 750 feet.

4. **Type.** All off-premises signs shall require an Administrative use permit and as applicable, a City Council approved relocation agreement.

5. **Other Regulations.** All off-premises signs shall be consistent and comply with all provisions of the Outdoor Advertising Act as applicable.
E. Standards for Digital/Electronic/Moving Off-Premises Displays/Signs.

1. **Size.** The maximum size of any off-premises sign face shall be 672 square feet.

2. **Height.** All off-premises signs shall be subject to a maximum height of 45 feet, except those signs oriented towards a freeway and located within 660 feet of a freeway right of way line shall be subject to a maximum height of 35 feet above the adjacent Freeway surface or the adjacent freeway sound attenuation structure which ever is greater and shall not exceed 90 feet in height.

3. **Separation.** No off-premises digital/electronic/moving display/sign shall be located nearer than 500 feet to any portion of another off-premises sign and no nearer than 5000 feet to any other off-premises digital/electronic/moving display/sign.

4. **Location.** Digital/electronic/moving off-premises displays/signs shall only be located along Freeways or access controlled State Highways. There shall be a maximum of two (2) digital/electronic/moving off-premises display/sign locations along qualifying sections of Interstate 5, a maximum of two (2) digital/electronic/moving off-premises display/sign locations along qualifying sections of State Route 99, and a maximum of two (2) digital/electronic/moving off-premises display/sign locations along qualifying sections of State Route 4. A maximum of one (1) double-faced display/sign is allowed per location.

5. **Type.** All digital/electronic/moving off-premises displays/signs shall require a Commission use permit and a City Council approved relocation agreement.

6. **Duration of Display/Message.** A digital/electronic/moving off-premises display/sign shall only display a series of still images, each of which must be displayed for a minimum of eight (8) seconds. Still images may not move or present the appearance of motion. Transition/blank screen time between one still image and the next shall not exceed one (1) second.

7. **Other Regulations.** All off-premises signs shall be consistent and comply with all provisions of the Outdoor Advertising Act as applicable.

F. Nonconforming Signs.

1. It is the intent of this section to recognize that the eventual elimination of existing off-premises signs not in conformity with the provisions of this Development Code is as important as the prohibition of new signs that would violate these regulations. It is also the intent of this chapter that the elimination of
nonconforming signs shall be effected so as to avoid any unreasonable invasion of established property rights. All off-premises signs which do not meet the requirements of this chapter are deemed nonconforming.

2. If any legal nonconforming off-premises sign shall be damaged, deteriorated, or dilapidated to a point that repair or rehabilitation would require expenditures in an amount exceeding 50 percent of the fair market value of the sign, the sign shall be removed within 90 days of a determination of the condition, as evidenced by written notification by the Director to the owner of the sign.

3. No additions, enlargements, or changes which increase the nonconformity or life of the sign shall be made to any nonconforming off-premises sign except the periodic replacement of copy thereon. Repairs and maintenance of an ordinary nature may be made in any period of 12 consecutive months to an extent not to exceed 10 percent of the fair market value of the sign.

G. **Relocation.** If, due to a City or Redevelopment project, a nonconforming off-premises sign must be removed, it may be relocated on the same parcel of land, if feasible and if all parties (landowner, sign owner, City, and/or Agency) agree. This also applies to a conforming sign as long as the relocation does not make the sign nonconforming. Any relocation on the same parcel of land in compliance with this section shall not be subject to the three (3) to one (1) cap and replacement ratio in subsection B of this section (Cap and replace). (Ord. 015-09 C.S., eff. 12-3-09; prior code § 16-360.100)

**Section 16.240.020 Definitions**

15. **Digital and/or Electronic Signs or Message Display.** A sign that is equipped to allow its information content, whether fixed or variable, to be changed or altered by electric, electro-mechanical, electronic or, digital display technology means.

16. **Moving Display/Sign (includes Flashing).** A sign that uses blinking, flashing, or intermittent illumination that has at least one (1) change in a 24-hour period; light reflectors; moving or reflective characters or materials.
SECTION II. SEVERABILITY.

If any section of this ordinance or application thereof to any person or circumstance is held invalid, that invalidity shall not affect other provisions of applications of the act which can be given without the invalid provision or application, and to this end the provisions of this act are severable.

SECTION III. EFFECTIVE DATE.

This ordinance shall take affect and be in full force thirty (30) days after its passage.

ADOPTED: ______________________

EFFECTIVE: ______________________

ANN JOHNSTON
Mayor of the City of Stockton

ATTEST:

BONNIE PAIGE
City Clerk of the City of Stockton
Resolution No. ______

STOCKTON CITY COUNCIL

RESOLUTION AUTHORIZING THE ISSUANCE OF A REQUEST FOR PROPOSAL FOR THE INSTALLATION OF DIGITAL, OFF-PREMISES SIGNS ON CITY-OWNED SITES

The City of Stockton (City) has received inquiries by representatives of the outdoor media industry to allow digital, off-premises signs on City-owned property; and

The City has amended Stockton Municipal Code (SMC) Title 16 to allow digital, off-premises signs on City property and now seeks to obtain proposals for the installation of digital signs from qualified firms through the Request for Proposals (RFP) process; and

The issuance of the RFP will provide an open and competitive process in compliance with Section 3.68 of the SMC, providing the City with the opportunity to obtain viable proposals for the installation of digital billboards on City-owned property, as well as the potential to generate additional revenue for the General Fund; now, therefore,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. The City Council hereby approves the Request for Proposal for the installation of digital, off-premises signs on City-owned property, and the City Manager, or his designee, is hereby authorized and directed to solicit responses to the RFP.

2. The City Manager is hereby authorized and directed to take whatever actions are necessary to carry out the purpose and intent of this Resolution.

PASSED, APPROVED, and ADOPTED ______ May 8, 2012 _________.

ANN JOHNSTON, Mayor
of the City of Stockton

ATTEST:

BONNIE PAIGE, City Clerk
of the City of Stockton

City Atty
Review
Date ______ May 2, 2012 _________.

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