



## Planning Commission Staff Report

DATE: MAY 27, 2015

PUBLIC HEARING

SUBJECT: CITY OF PALM SPRINGS TO AMEND THE PALM SPRINGS ZONING CODE (PSZC) SECTIONS 93.20.07 AND 93.20.08 REGARDING REAL ESTATE AND OTHER TEMPORARY SIGNS (CASE 5.1338 ZTA). (FF)

FROM: DEPARTMENT OF PLANNING SERVICES

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### SUMMARY

The Planning Commission to review a zone text amendment to increase the size of Residential Rental Signs and Political Signs to four (5) square feet in area, consistent with a previous recommendation to increase the area of specified types of real estate signs.

### RECOMMENDATION:

Recommend approval to the City Council.

### STAFF ANALYSIS:

The Planning Commission originally reviewed a text amendment in May 2014 to amend the Palm Springs Zoning Code (PSZC) to revise the standards for real estate signs. At that meeting, the Planning Commission recommended approval of the following changes:

- Allow "For Sale" signs to be increased from three (3) square feet to five (5) square feet in area;
- Remove the requirement that "For Sale" signs must be parallel to the street;
- Increase the number of "riders" allowed to be attached to real estate signs from one (1) to three (3);
- Allow "Open House" signs to be increased from three (3) square feet to four (4) square feet;
- Allow one flag up to five (5) square feet in area;
- Increase the area of directional signs from two (2) square feet to four (4) square feet in area, remove the limitation of ivory and brown sign colors, and increase the number of directional signs allowed from two (2) signs to three (3) signs.

Upon review by the City Attorney, it was noted that the proposal to increase the size of real estate signs left a disparity with the sizes of other temporary sign types. The two

types of temporary signs that would now be smaller in area than any other type of temporary sign are as follows:

- Residential Rental Signs (advertising the availability of any number of residential units for rent) – three (3) square feet maximum
- Political Signs in single-family residential zones (any sign other than an election sign which is intended to address a political, religious, civic, social, or other issue) – three (3) square feet maximum.

In order to create consistency among the temporary sign types, it is recommended that Residential Rental Signs and Political Signs be increased to a maximum of four (4) square feet in area.

The following table provides a summary of all temporary sign types, and identifies in italics those signs that are proposed to be modified to allow increased sign area:

Sign Type – Real Estate	Allowable Square Footage (SF)
<i>Real Estate – For Sale</i>	3 SF ( <i>proposed – 5 SF</i> )
<i>Real Estate – Open House</i>	3 SF ( <i>proposed – 4 SF</i> )
<i>Real Estate – Directional</i>	2 SF ( <i>proposed – 4 SF</i> )
Real Estate – Auction	20 SF (no change proposed)
Sign Type – Other Temporary Signs	Allowable Square Footage
Election Signs	16 SF (no size limits for signs @ campaign headquarters or for window signs)
Construction Signs – City	16 SF (up to 1 acre) 32 SF (greater than 1 acre)
Construction Signs – Private	6 SF (less than 40,000 SF) 12 SF (greater than 40,000 SF) 32 SF (adjacent to I-10 freeway)
Identification Signs	Same as per zoning district
Sale Signs	5 SF
Grand Opening Signs	20 SF
<i>Residential Rental Signs</i>	3 SF ( <i>proposed – 4 SF</i> )
Political Signs – Commercial/Industrial	Same as per zoning district, included in overall sign calculation
Political Signs – Multifamily Residential	Same as per zoning district, included in overall sign calculation
<i>Political Signs – Single-Family Residential Zones</i>	3 SF ( <i>proposed – 4 SF</i> )

PLANNING COMMISSION CONSIDERATION – MARCH 25, 2015

The proposed amendment was reconsidered by the Planning Commission at the meeting of March 25, 2015. In addition to the changes identified above, the Planning Commission discussed allowing real estate signs in public rights-of-way, and tabled the matter to give

the City Attorney additional time to research the matter.

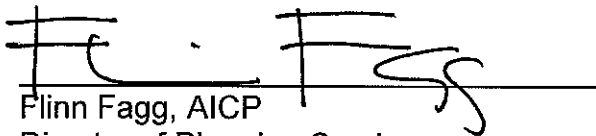
A memo from the attorney has been included with this report, providing direction on the matter of allowing real estate signs in public rights-of-way. One of the issues identified in the memo is that if allowance is given to real estate signs to be placed in public rights-of-way, other temporary signs must also be afforded the same opportunity. This would result in political signs and rental signs also being allowed in public rights-of-way. The memo from the attorney goes into additional detail about signage on public property. At this time, it is recommended that no exception be granted to allow real estate signs in public rights-of-way.

#### ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA) Guidelines, the proposed Zone Text Amendment has been deemed a "project". Staff has determined that the proposed zone text amendment (Case 5.1338 ZTA) may be deemed categorically exempt from the provisions of CEQA under section 15305 (Minor Alterations in Land Use Limitations) of the Guidelines for the California Environmental Quality Act because of the proposed zone text amendment proposes only insignificant changes to the title and provides for changes in temporary signage.

#### NOTIFICATION

Notice was provided by advertisement in the Desert Sun. No written communications have been received at the writing of this report.

  
Flinn Fagg, AICP  
Director of Planning Services

#### Attachments:

1. Memo from Michael S. Daudt, dated May 20, 2015
2. Planning Commission Minutes – March 25, 2015
3. Resolution
4. Exhibit A
5. Planning Commission Staff Report – May 14, 2014
6. PSRAR - Proposed changes to ordinance
7. 5/14 - Sign Survey

MEMORANDUM

TO: Chair and Members of the Palm Springs Planning Commission,  
Flinn Fagg, Director of Planning Services

FROM: Michael S. Daudt, Deputy City Attorney

DATE: May 20, 2015

RE: Real Estate Signs in Public Right of Way

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Introduction

The Palm Springs Zoning Code generally prohibits the placement of signs in the public right of way. (PSZC §§ 93.20.04, 93.20.07(6)(d), 93.20.08(A)(1)(b), and 93.20.11). Real estate signs may only be located on private property. (See e.g., PSZC 93.20.07(2)). At its March 25, 2015 meeting, the Planning Commission discussed a potential amendment to the Zoning Code, which would exempt real estate signs from the prohibition on signs in the right of way.

Question Presented

Can the City allow the placement of real estate signs in the right of way, while continuing to forbid the placement of other signs?

Brief Answer

No. The City may not lawfully permit the placement of real estate signs in the right of way, while excluding other forms of signage, including non-commercial signs (e.g., political and/or religious messages).

Analysis

The U.S. Supreme Court has upheld a total ban on the posting of signs on public property, inclusive of the public right of way. (*Members of City Council of City of Los Angeles v. Taxpayers for Vincent*, 466 U.S. 789 (1984)). The prohibition of signs in the right of way is supported by a substantial governmental interest in aesthetics and the prevention of visual clutter, as well as traffic control and safety. (*Id.*) Additionally, because it is a content neutral regulation,

a total ban comports with the general principle that the First Amendment forbids the government from regulating speech in ways that favor some viewpoints or ideas at the expense of others. (*Id.* at 804).

Whereas the Zoning Code's prohibition on signs in the public right of way is constitutional, an amendment carving out an exception for the placement of real estate signs would not be. Real estate signs are "commercial speech." Commercial speech is afforded less First Amendment protection than "non-commercial speech" such as political or religious messages. Therefore, the U.S. Supreme Court has held that it is unconstitutional to give display rights to commercial speech that are greater than the display rights afforded to non-commercial speech. (*Metromedia Inc. v. City of San Diego*, 434 U.S. 490, 513 (1981)). Further, the creation of an exception for one type of signage, while excluding others, creates a risk of engaging in constitutionally forbidden content-based discrimination. (*Members of City Council of City of Los Angeles v. Taxpayers for Vincent*, 466 U.S. 789 (1984); *Ballen v. City of Redmond*, 466 F.3d 736 (2006) (Exemption of real estate signs, among others, from City's prohibition on portable signs deemed unconstitutional)).

### Conclusion

The City may not create an exception to the general prohibition on signs in the public right of way for real estate signs. Non-commercial speech must be expressly allowed wherever commercial messages are permitted. Thus, if the City wants to permit the placement of real estate signs in the public right of way, it must also expressly provide for similar placement of all other forms of noncommercial signs including political and religious messages.

Commissioner Calerdine said there is no real analysis on the historic significance of the buildings. He does not have a concern with the density and the separation of the buildings. He likes the urban style. However, he does not think the parking layout will function for the live/work units.

**ACTION:** Deny the project based on the following:

- The project does not conform to the development standards of the Section 14 Specific Plan;
- The project does not conform to the development standards of the City's High-Rise Building regulations, and general concerns about building heights in excess of 35 feet;
- Scale of residential buildings with respect to separation and height;
- Concerns regarding the design, parking, setbacks and viability of the live/work space on Tahquitz Canyon Way;
- Inadequacy of the perimeter landscaping;
- Failure to address concerns noted by the Planning Commission at the February 25, 2015 meeting, including but not limited to increased building separation, increased street widths, and unencumbered pedestrian access; and
- Further analysis needed on the historical value of existing Kaptur buildings, and preference to retain two of the four existing buildings.

**Motion:** Commissioner Weremiuk, seconded by Commissioner Calerdine and carried 4-3-0 on a roll call vote.

**AYES:** Commissioner Calerdine, Commissioner Lowe, Commissioner Weremiuk, Chair Hudson

**NOES:** Commissioner Middleton, Commissioner Roberts, Vice-Chair Klatchko

**2B. CITY OF PALM SPRINGS TO AMEND THE PALM SPRINGS ZONING CODE (PSZC) SECTIONS 93.20.07 AND 93.20.08 REGARDING REAL ESTATE AND OTHER TEMPORARY SIGNS (CASE 5.1338 ZTA). (FF)**

Director Fagg provided an overview on the proposed zone text amendment relative to real estate signs.

The Commission discussed and/or commented on the following items:

1. The original approval was for real estate signs only.
2. Prior discussion on signs is allowed in the public right-a-way.
3. Realtor's concerns for sign coverage.
4. Staff to review Planning Commission video on previous action.

Chair Hudson opened the public hearing and with no speakers coming forward the public hearing was closed.

Vice-Chair Klatchko said that if signs will be allowed in the public right-a-way (not only if it doesn't block the traffic) much more consideration should be given. This has been a problematic issue in the CBD district and suggested further review of the language by the City Attorney.

Commissioner Roberts expressed concern with allowing signs in the public right-a-way (medians) which would create safety issues and enforcement problems.

Commissioner Calerdine said signs should be excluded from any median or within 50 - 100 feet of an intersection or over any part of the sidewalk. However, allowing them in large setback areas that cause no safety issues would be allowed.

**ACTION:** Continue to a date uncertain and refer to the City Attorney for review.

**Motion:** Commissioner Weremiuk, seconded by Commissioner Calerdine and unanimously carried on a roll call vote.

**AYES:** Commissioner Calerdine, Commissioner Lowe, Commissioner Middleton, Commissioner Roberts, Commissioner Weremiuk, Vice-Chair Klatchko, Chair Hudson

### **3. UNFINISHED BUSINESS:**

**3A. CONT'D - A MAJOR ARCHITECTURAL APPLICATION BY DENLAR LLC FOR A SINGLE-FAMILY RESIDENCE ON A HILLSIDE LOT LOCATED AT 2118 NORTH LEONARD, ZONE R-1-B (CASE 3.3817 MAJ). (KL)**

Table to the next meeting.

**PLANNING COMMISSION REPORTS, REQUESTS AND COMMENTS:** None.

#### **PLANNING DIRECTOR'S REPORT:**

Director Fagg provided an update on the PPD subcommittee.

#### **ADJOURNMENT:**

The Planning Commission adjourned at 3:32 pm to Wednesday, April 8, 2015, at 1:30 pm, at the City Hall, Council Chamber, 3200 East Tahquitz Canyon Way.

  
Flinn Fagg, AICP  
Director of Planning Services

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE PLANNING COMMISSION OF  
THE CITY OF PALM SPRINGS, CALIFORNIA  
RECOMMENDING APPROVAL OF A PROPOSED ZONE  
TEXT AMENDMENT OF THE PALM SPRINGS MUNICIPAL  
CODE TO AMEND REQUIREMENTS FOR REAL ESTATE  
AND OTHER TEMPORARY SIGNAGE (CASE 5.1338 ZTA).

WHEREAS, the proposed amendment is considered a "project" pursuant to the terms of the California Environmental Quality Act ("CEQA"), and it has been recommended that the proposed amendment be determined to be Categorical Exempt from the provisions of CEQA under Section 15305 (Minor Alterations in Land Use Limitations) of the Guidelines for the California Environmental Quality Act because the zone text amendment proposes only insignificant changes to the title and provides additional signage options for real estate for sale signs and directional signs; and

WHEREAS, a notice of public hearing of the Planning Commission of the City of Palm Springs, California for Case 5.1338 ZTA (Zone Text Amendment) was given in accordance with applicable law; and

WHEREAS, on March 25, 2015 a public hearing of the Planning Commission was held to review said case, and at said hearing the Planning Commission reviewed and considered all of the evidence presented in connection with the hearing on the project, including, but not limited to, the staff report, and all written and oral testimony presented.

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

SECTION 1. Pursuant to PSZC Section 94.07.01 (Zoning Ordinance Text Amendment), the Planning Commission finds as follows:

- A. The proposed zoning code amendment is consistent with the intent of the zoning code, because, according to Section 91.00.00, the Zoning Code is adopted "For the purpose of promoting and protecting the public health, safety and welfare of the people of the city of Palm Springs and to provide for the social, physical and economic advantages resulting from comprehensive and orderly planned use of land resources ..."; and
- B. The proposed zoning code amendment is consistent with the intent of the general plan, because, the General Plan goals include:

Goals

CD 9            *Convey a positive image through the use of attractive and well-designed public and private signage.*

Policies



**CD 9.1**      *Encourage the use of creative, well-designed and high quality signage that will add to the visual continuity and community identity of the city.*

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby recommends that the City Council determine that the proposed zone text amendment Case 5.1338 ZTA is Categorical Exempt from the provisions of CEQA under Section 15305 (Minor Alterations in Land Use Limitations) of the Guidelines for the California Environmental Quality Act and also recommends adoption of an ordinance to approve a zone text amendment (Case 5.1338 ZTA), as set forth in Exhibit A.

ADOPTED this 25th day of March, 2015.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

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Flinn Fagg, AICP  
Director of Planning Services

Planning Commission Resolution No. \_\_\_\_\_  
Exhibit A  
Case 5.1338 ZTA – Real Estate and Temporary Signs  
March 25, 2015

SECTION 1. Section 93.20.07.2 of the Palm Springs Zoning Code is proposed to be changed as follows:

2. *Sale.*
  - a. *The size of the sign shall not exceed five (5) square feet.*
  - b. *The bottom edge of the installed sign shall not be more than three (3) feet from the ground.*
  - c. *Three (3) added signs, commonly referred to as "rider" signs, not to exceed three (3) inches times the width of the "main" sign, may be attached to the bottom or top of the above sale/lease/exchange sign indicating the following; provided, such information does not duplicate that of the "main" sign.*
  - d. *A metal or plastic box, not to exceed two hundred seventy (270) cubic centimeters or nine (9) inches by twelve (12) inches by two and one-half (2 ½) inches in size, may be attached to the "main" sign or its post. The top of the box may contain the agent's name and/or telephone number.*

SECTION 2. Section 93.20.07.3(b) of the Palm Springs Zoning Code is proposed to be changed as follows:

3. *Open House Signs.*
  - b. *The size of the sign shall not exceed four (4) square feet per face.*

Section 93.20.07.3(f) to be added as follows:

- f. *Allow one flag at 2-1/2' x 2-1/2' on a pole up to 6' high on the property offered for resale.*

SECTION 3. Section 93.20.07.6 of the Palm Springs Zoning Code is proposed to be changed as follows:

6. *The design and placement of temporary real estate open house directional signs are subject to the following provisions:*

Ordinance No. \_\_\_\_\_

- g. The size of the sign shall not exceed four (4) square feet.*
- h. Such signs may be double-faced*
- i. Three (3) such signs shall be allowed for each unit offered for resale.*
- j. Only one (1) such sign for each unit offered for resale shall be installed at any one location.*
- k. A single 2-1/2' x 2-1/2' flag, on a pole up to 6' in height may be added to any directional sign.*

SECTION 4. Section 93.20.08(A)(7) of the Palm Springs Zoning Code is proposed to be changed as follows:

*7. Residential Rental Signs.*

*In addition to other permitted signs, one (1) sign advertising the availability of any number of residential units for rent may be permitted on the subject property. Such sign shall not exceed four (4) square feet; it may be double-faced. Such sign shall be removed at any time rental units are not available.*

SECTION 5. Section 93.20.08(B)(3) of the Palm Springs Zoning Code is proposed to be changed as follows:

*B. Permitted Signs – Political.*

*4. Political signs in single-family residential zones shall not exceed four (4) square feet in area. One (1) such sign may be allowed.*



## Planning Commission Staff Report

DATE: MAY 14, 2014

PUBLIC HEARING

SUBJECT: CITY OF PALM SPRINGS TO AMEND THE PALM SPRINGS ZONING CODE (PSZC) SECTION 93.20.07 REGARDING REAL ESTATE SIGNS (CASE 5.1338 ZTA). (MW)

FROM: DEPARTMENT OF PLANNING SERVICES

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### SUMMARY

The Planning Commission to review a zone text amendment to amend several sections regarding standards for real estate signs.

### RECOMMENDATION:

Recommend approval to the City Council.

### STAFF ANALYSIS:

Local realty association approached the City to consider changes to the regulations of real estate signage to be more in keeping with some standards elsewhere in the Coachella Valley. This section of the code has not been reviewed since 1998.

Staff surveyed several cities (see Attachment 5) to provide information to consider. Staff also met with association members to clarify their requests.

The following chart summarizes the existing code, requests and staff recommendations.

	Current Code	Request	Recommendation
For Sale Sign	3 sq. ft.	5 sq. ft.	4 sq. ft.
	Parallel to street	Remove	Remove
Riders	One	Three	Three
Open House Signs	3 sq. ft.	4 sq. ft.	4 sq. ft.

Directional Signs	Not on public ROW	Not blocking ROW	No change
	No flags, banners, etc.	Flag 2 sq. ft., free standing up to 6'. Two balloons.	No change
	Non-illuminated	Single fixture, solar or battery	No change
	2 sq. ft.	4 sq. ft.	4 sq. ft.
	Ivory and brown color	Remove	Remove
	2 signs	Unlimited, at least 3	3 signs
	One per location	No limit	One per unit offered for resale

Of the 11 requests made staff is recommending six and two in part (73%). Staff is not recommending that open house signs be allowed on public right-of-way, with flags or balloons or illumination.

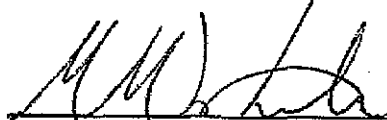
As the entire section has been noticed the Planning Commission may modify any section as seen fit.

#### ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA) Guidelines, the proposed Zone Text Amendment has been deemed a "project". Staff has determined that the proposed zone text amendment (Case 5.1338 ZTA) may be deemed categorically exempt from the provisions of CEQA under section 15305 (Minor Alterations in Land Use Limitations) of the Guidelines for the California Environmental Quality Act because of the proposed zone text amendment proposes only insignificant changes to the title and provides for changes in real estate signage.

#### NOTIFICATION

Notice was provided by advertisement in the Desert Sun. No written communications have been received at the writing of this report.



M. Margo Wheeler, FAICP  
Director of Planning Services

**Attachments:**

1. Resolution
2. Exhibit A
3. Existing Zoning Code
4. PSRAR - Proposed changes to ordinance
5. 5/14 - Sign Survey

**Palm Springs Regional Association of Realtors  
Local Government Relations  
Proposed Changes to Palm Springs Ordinance  
93.20.07 Permitted Signs - Real Estate**

2. Sale

a. The size of the sign shall not exceed three (3) square feet.

**Change to : The size of the sign shall not exceed five (5) square feet.**

b. The bottom edge of the installed sign shall not be more than three (3) feet from the ground and the sign shall be parallel with the street.

**Change to: The bottom edge of the installed sign shall not be more than three (3) feet from the ground.**

d. One (1) added sign, commonly known as a "rider" sign, not to exceed three (3) inches times the width of the "main" sign, may be attached to the bottom of the above sale/lease/exchange sign indicating the following; provided such information does not duplicate that of the "main" sign:

**VARIOUS SIGN NAMES**

**Change to: Three (3) added signs, commonly known as "rider" signs, not to exceed six (6) inches times the width of the "main" sign, may be attached to the top or bottom of the above sale/lease/exchange sign provided the information does not duplicate the "main" sign.**

e. A metal or plastic box, not to exceed two hundred seventy (270) cubic inches or nine (9) inches by twelve (12) inches by two and one-half (2.5) inches in size may be attached to the "main" sign or its post. The top of the box may contain the agent's name and/or telephone number and the face of the box may contain only the word

"brochure" printed in letters no larger than one and one-half (1.5) inches in height.

**Change to: A metal or plastic box, not to exceed two hundred seventy (270) cubic inches or nine (9) inches by twelve (12) inches by two and one-half (2.5) inches in size is allowed. The top of the box may contain the agent's name and/or telephone number.**

### 3. Open House Signs

b. The size of the sign shall not exceed three (3) square feet per face.

**Change to: The size of the sign shall not exceed four (4) square feet per face.**

e. The sign shall be located on the property being offered for sale only.

**Change to: The sign shall be located on the property being offered for sale.**

6. The design and placement of temporary real estate open house directional signs are subject to the following provisions:

d. Such signs shall not be placed in the public right-of-way or on any public property, and shall only be placed on private property with the consent of the property owner.

**Change to: Such signs shall no block the public right-of-way or any public property, and shall only be placed on private property with the consent of the property owner. All signs must be removed with 30 minutes of the termination of the open house.**

f. No flags, banners, streamers, pennants or other ornament shall be permitted in association with the placement of such sign.



**Change to: Flags, banners, streamers, pennants or other ornament shall be permitted in association with the placement of such sign.**

g. The size of the signs shall not exceed two (2) square feet.

**Change to: The size of the signs shall not exceed four (4) square feet.**

h. The signs may be double-faced and the colors shall be ivory and brown. Posts shall be brown, black or ivory in color.

**Change to: The signs may be double-faced.**

i. Two (2) signs shall be allowed for each unit offered for sale.

**remove entire sentence.**

j. Only one such sign shall be installed at any one location.

**remove entire sentence.**

## ATTACHMENT 5

### Real Estate Sign Sample

LU May 2014

Lindsey Kozak

City	Max Number	Max Area	Max Height	Duration	Open House Sign/Additional	Open House Size/Banners
Palm Springs	1 per street frontage	3 sq. ft.	Bottom of sign 3 feet from ground	after sale	1 rider 3" x width Open House - 3 sq. ft.	3 sq. ft.
Beaumont	1 per lot	4 sq. ft.	5 ft.	15 days of sale	n/a	no info
Cathedral City	1 per street frontage - max 2	4 sq. ft.	7 ft.	after sale	max 5 OH signs per open house,	
Coachella	1 per property	6 sq. ft.	4 ft.	Until close of escrow	1 OH sign on-site and 1 off-site when agent is present and from 8 am to sunset.	No more than 6 sq. ft. in size or 4 ft. from ground.
Dana Point	1 per street frontage	4 sq. ft.	6 ft.	upon close of escrow	Open House sign: 4 sq. ft., 4 ft. high	4 sq. ft. - one flag per site during open house
Desert Hot Springs	1 per residence	4 sq. ft.	5 ft.		Copy limited to the sale, rent or lease of the subject property.	4 sq. ft., 5 ft. high - no banners
Indian Wells	1 per lot or corner lot; if fairway lot 2 -one sign in front and 1 in rear yard	single or double faced; 18" x 24" or less	4 ft.		1 OH sign on-site during OH only. One rider; one directional sign.	4 ft. high, 18" x 24" or less
Indio	1 per property	6 sq. ft., including riders	4 ft.	within 5 days of close of escrow, rental or lease	2 Open House signs per Open House	flags allowed for tract homes only

La Quinta	1 per street frontage	6 sq. ft.	4 ft.		Open House signs same as For Sale signs- Aggregate not to exceed 12 sq. ft.	OH 6 sq. ft. - no banners
Newport Beach	1 per lot	1.5 sq. ft.	4 ft.	after sale	1 rider 94 sq. in; 1 brochure box 154 sq. in; Open House signs 1.5 sq. ft.	OH 1.5 sq. ft.- no banners, streamers ect
Palm Desert	1 per street frontage	3 sq. ft.	4 ft.	after sale	1 rider - 5" x 16"	OH 3 sq. ft.; 4 ft. - no banners
Pasadena	1 per street frontage	3 sq. ft.	4 ft.	after sale	2 riders - 1 sq. ft. each	Nothing on OH signs - streamers allowed?
Rancho Mirage	none found					
Riverside	1 per street frontage	4 sq. ft.	6 ft.	5 days after sale	n/a	
Santa Ana	1 per property	4 sq. ft.	6 ft.	14 days after sale		no banners
Average	1 per street frontage	3.75 sq. ft.	4.7 ft.	after sale		open house signs 3.5 sq. ft. - no banners