



# DEPARTMENT MEMORANDUM

Date	July 18, 2024
To:	General Public
From:	Othon Mora, Community Development Director
RE:	Temporary Political Signs

The purpose of Section 24.16, Sign Regulations, is to make the City of Imperial attractive to residents, visitors, and commercial, industrial and professional businesses while maintaining economic stability through an attractive signage program. Signs have an obvious impact on the character, quality and economic health of the City.

The purpose of this chapter is to control signs in a manner which will maintain a high quality of development throughout the City.

The purpose of these sign regulations are to:

1. Encourage the effective use of signs as a means of communication in the City;
2. Enable fair and consistent enforcement of these sign restrictions;
3. Improve pedestrian and traffic safety;
4. Minimize the possible adverse effects of signs on nearby public and private property;
5. Encourage signs which are compatible with adjacent land uses;
6. Promote the public health safety and general welfare; and
7. Implement the community design goals, objectives, policies and programs of the General Plan.

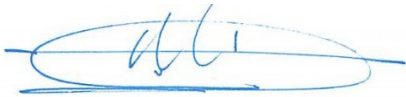
Temporary political signs are permitted in all zones subject to the following limitations:

- a. No such sign shall exceed sixteen (16) square feet per sign face in surface area.
- b. No freestanding temporary political sign shall exceed six (6) feet in height.
- c. No residential lot shall contain temporary political signs having a combined sign area in excess of sixty (60) square feet.
- d. Signs shall not be illuminated.

- e. No such sign shall be erected or placed more than sixty (60) days prior to the scheduled election to which it pertains.
- f. All signs shall be removed within 10 days after the scheduled election to which they pertain.
- g. No such sign shall be erected, placed or maintained on any private property without the consent of the owner, lessee, or person in lawful possession of such property.
- h. No signs shall be erected, placed or maintained on any publicly owned building or structure, or on any portion of a public street or right-of-way which is used for traffic or parking.
- i. No signs shall be erected placed or maintained so that it does any of the following:
  - a. Mars, deface, disfigures or damages any public building, structure or other property;
  - b. Endangers the safety of persons or property;
  - c. Obscures the view of any fire hydrant, traffic or street sign, traffic signal, or public information sign; and
  - d. Block lines of sight to areas of vehicular or pedestrian traffic.
- j. Each erected political sign shall contain the name and phone number of the individual responsible for ultimate removal.

Any Temporary political sign erected, placed or maintained in violation of any provisions of this section will be removed by the City five (5) days after notice of the violation is given to the concerned candidate or sponsor. Any temporary political sign which constitutes an immediate danger to the safety of persons or property, or which has not been removed within ten (10) days after the scheduled election, will be removed by the City without notice.

Sincerely,



Othon Mora, MCM, CBO  
Community Development Director