

## **ADD SECTION 9-2-128**

### **9-2-128 Attention-getting devices in certain commercial zoning districts.**

Except as otherwise provided in this section, the display or installation of banners, pennants, buntings, inflatables, streamers, flags, air- or wind- activated signs (such as sky dancers and blowers), mechanical devices, devices that are mobile, rotate, move, flash, wave, streamers, or emit light, and other similar devices intended to draw attention to a site are prohibited in all zoning districts, except that in the Community Commercial, Heavy Commercial and Commercial Thoroughfare zoning districts, and in the Transitional Commercial Downtown Overlay District, approved vehicle retail sales lots, where the primary purpose of the property is the outdoor display and sale of new or used automobiles, trucks, vans, motorcycles, trailers, recreational vehicles, farm equipment, construction equipment, and the like, may install such devices on private property subject to the following conditions:

- (a) Air- or wind- activated devices (such as sky dancers and blowers), mechanical devices, and other devices that move, flash, wave, or emit light are not permitted.
- (b) Allowable devices shall be limited to non-metallic banners, pennants, inflatables, and streamers except that nonmetallic helium balloons and other inflatables may be displayed on weekends (Friday 12:00 noon through Sunday 12:00 midnight) provided they do not exceed fifty (50') feet in height or project over the public right-of-way.
- (c) Pennants and streamers shall be securely mounted to the building or on permanently installed light pole meeting California Building Code requirements. Such signs shall not be mounted directly to the ground. The device shall be mounted so that no part of the device or any material attached thereto is closer than eight (8') feet from the ground.
- (d) Devices shall only be placed on the property where the vehicles are being sold and shall not be located off-site.
- (e) Devices shall not be placed in the public right-of-way or on City-owned property, and may not project over the public right-of-way.

(f) Devices shall not be located in the Clear Vision Triangle as established in the City of Turlock Standard Specifications and Drawings, or otherwise constitute a visibility or public safety hazard. Under such circumstances, the device may be immediately removed by City personnel and shall be disposed of at the cost of the property owner.

(g) Devices shall be maintained in a clean and neat condition with replacement as necessary to ensure they do not become dirty, loose or tattered.

(h) Such devices shall not display a commercial advertising message. Any such device containing a commercial message shall be considered a sign and shall be subject to regulation pursuant to TMC 9-2-500ART (Sign Regulations for Private Property).