permit shall be denied or revoked except for due cause as hereinafter defined. "Due cause" is the violation of the provisions of this Chapter, other applicable ordinances, state or federal law, or the submission of an incomplete application or an application containing false material statements.

(b) *Appeals. The City Council shall have the power and duty to hear and decide appeals where it is alleged that there is an error in the denial or revocation of a sign permit under this Chapter. All such appeals shall be heard and decided following the same notice requirements as for Variance applications under this Chapter, and pursuant to the following criteria and procedural requirements:*

(1) *Appeal of decision by administrative officials. A denial pursuant to this chapter shall be appealable by filing with the Planning Director an application for appeal on the forms provided by the Planning Department specifying the grounds thereof, within 15 days after the action appealed from was taken. The application fee for an appeal under this section shall be the same as that established for appeals under the Zoning Ordinance.*

(2) *Decision of the Council. Following the consideration of all testimony, documentary evidence, and matters of record, the Council shall make a determination on each appeal. An appeal shall be sustained only upon an expressed finding by the Council that the administrative official's action was based on an erroneous finding of a material fact, or that the administrative official acted in an arbitrary manner. In exercising its powers, the Council m ay reverse or affirm, wholly or partly, or may*