

LEGISLATIVE DRAFT

**Chapter 233 Signs**

(3334-6/97, 3360-12/97, 3527-2/02)

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**233.02 Reserved**

**233.04 Permits Required**

Sign permits are required for all signs, unless expressly exempted under Section 233.08. A sign permit (building permit) for a new sign or change in sign panel/face shall be obtained from the Planning and Building and Safety Departments prior to installation. (3360-12/97, 3527-2/02)

A. Sign Permit. A complete sign application shall include the following information: (3334-6/97)

1. Two sets of fully-dimensioned plans drawn to scale. The plans shall include the following: (3334-6/97, 3360-12/97)
  - a. Site plan indicating the location of all proposed signs, as well as the size and location of existing signs on the site. Photographs should be submitted if available. (3334-6/97, 3360-12/97)
  - b. Sign elevations, indicating overall square footage and letter/figure dimensions, letter style, color (indicate standard color number if applicable), materials, proposed copy and illumination method. (3334-6/97)
  - c. Dimensioned building elevations with existing and proposed signs depicted. (3334-6/97, 3360-12/97)

2. Property owner approval in the form of a letter or signature on the plans, approving the proposed signs and authorizing submission of the sign application. (3334-6/97, 3360-12/97)
  3. For wall signs, method of attachment; for freestanding signs, foundation plan, sign support and attachment plan. (3334-6/97)
  4. Type and method of electrical insulation devices, where applicable. (3334-6/97)
  5. Any design modification from the requirements of this chapter that have been approved shall be noted, and compliance with the planned sign program, limited sign permit, or sign code exception shall be demonstrated. (3334-6/97, 3360-12/97)
- B. Planned Sign Program. Approval of a planned sign program pursuant to Section 233.20 shall be required prior to application for a sign permit for the following requests: (3334-6/97)
1. A site with five or more non-residential businesses or uses. (3334-6/97, 3360-12/97)
  2. A site with two or more freestanding identification signs where there is a request for a new freestanding sign. (3334-6/97, 3360-12/97)
  3. Commercial properties with 1,300 feet or more on one street frontage requesting more freestanding signs than allowed pursuant to Section 233.06. (3360-12/97)
  4. Consolidated subdivision directional signs identifying multiple projects on multiple sign panels. (3360-12/97)
  5. Service stations. (3334-6/97)
  6. Wall signs for second floor businesses with exterior access. (3360-12/97)
  7. Wall signs installed on a building wall not adjacent to the business suite. (3360-12/97)
- C. Sign Code Exception: The Director may grant approval for a sign code exception of not more than ~~10~~ **20**% in sign height or sign area. Ten (10) working days prior to submittal for a building permit, applicant shall notice adjacent property owners and tenants by first class mail. Notice of application shall include the following: (3527-2/02)
1. Name of applicant. (3527-2/02)
  2. Location of planned development or use, including address. (3527-2/02)
  3. Nature of the proposed development shall be fully disclosed in the notice. (3527-2/02)
  4. Planning Department phone number and address of City Hall shall be provided in the notice to call for viewing plans. (3527-2/02)

5. The date by which any comments must be received in writing by the Planning Department. (3527-2/02)
6. Planning Director shall receive entire list including name and address of those receiving the mailing. (3527-2/02)

The Design Review Board shall review and render a recommendation to the Director for sign code exception requests of more than ~~10~~ **20%** in sign height or sign area supergraphics, three-dimensional signs, and relief from the strict application of Section 233.06. The following findings shall be made prior to approval of any sign code exception: (3334-6/97, 3360-12/97, 3527-2/02))

1. The sign is compatible with the character of the area and is needed due to special circumstances defined by the applicant and applicable to the property. (3334-6/97, 3360-12/97)
2. The sign will not adversely affect other signs in the area. (3334-6/97)
3. The sign will not be detrimental to properties located in the vicinity. (3334-6/97)
4. The sign will not obstruct vehicular or pedestrian traffic visibility and will not be a hazardous distraction. (3334-6/97)

- D. Limited Sign Permit: The owner of a sign which does not conform to the provisions of Section 233.06 may file an application for a limited sign permit to the Director for permission to change the face or copy of such sign. A limited sign permit cannot be processed for illegal signs or signs listed as prohibited in Section 233.10. The Director may approve the face change and extend a sign's use for a time period deemed appropriate, not to exceed two (2) years. A sign permit shall be obtained prior to installation of the new sign panel/face. (3334-6/97, 3360-12/97)

A cash bond in an amount determined by the Director to reflect the cost of removal based on information provided by a sign company shall be required to guarantee the sign's removal upon expiration of the limited sign permit. Approval shall be subject to the following findings: (3334-6/97)

1. Due to unique circumstances, the sign's immediate removal will result in a substantial hardship for the applicant. (3334-6/97)
2. The sign will not adversely affect other lawfully erected signs in the area. (3334-6/97)
3. The sign will not be detrimental to properties located in the vicinity. (3334-6/97)
4. The sign will be in keeping with the character of the surrounding area. (3334-6/97)
5. The sign will not obstruct vehicular or pedestrian traffic visibility and will not be a hazardous distraction. (3334-6/97)

- E. Design Review Board. When authorized by the provisions of this code, the Design Review Board (DRB) shall review and render a recommendation to the appropriate decision maker (Zoning Administrator, Director, Planning Commission, etc.) on the following items prior to application for a sign permit to the Building Department: (3360-12/97, 3527-2/02)
1. Electronic Readerboard Signs. (3360-12/97, 3527-2/02)
  2. Signs on properties within the following areas: (3360-12/97, 3527-2/02)
    - a. Redevelopment project areas; (3360-12/97, 3527-2/02)
    - b. Areas subject to specific plans which do not include design guidelines for signs; (3360-12/97, 3527-2/02)
    - ~~c. Areas within 500 feet of PS (Public Semipublic) districts; (3360-12/97, 3527-2/02)~~
    - ~~dc.~~ OS-PR (Open Space-Parks and Recreation) and OS-S (Open Space-Shoreline districts); and (3360-12/97)
    - ~~ed.~~ Areas designated by the City Council. (3360-12/97)
- F. Temporary Sign Permits. The Director may issue a temporary sign permit valid for up to 30 days, if it is found that the temporary sign is necessary to establish or maintain identity until a permanent sign can be erected. Extensions of the 30 day permit may be granted at the discretion of the Director. The Director may also approve a temporary sign permit for the following temporary signs provided the signs conform with the standards defined in Section 233.06: (3334-6/97, 3360-12/97)
1. Signs necessary to avoid a dangerous condition, including directional signs during construction. (3360-12/97)
  2. Signs pertaining to a use permitted by a temporary use permit. (3360-12/97)
  3. Promotional activity non-exempt signs, a maximum of 90 days per calendar year pursuant to Section 233.18. (3360-12/97)

### **233.06 Permitted Signs**

All signs shall be governed by the following schedule, except if addressed elsewhere in this chapter. The schedule lists maximum standards for number, area, and height of allowed signs, which does not necessarily ensure architectural compatibility. Therefore, in addition to the enumerated standards, consideration shall be given to building setbacks, visibility of attached signing on the site, and the proposed sign's relationship to the overall appearance of the property, to the surrounding neighborhood, and to community goals. Compatible design, simplicity, sign effectiveness and adherence to the objectives and policies in the Urban Design Element of the General Plan shall be used as guidelines for sign approval. Nothing in this chapter shall preclude public access signage. (3334-6/97, 3360-12/97)

The Planning Commission may, in addition, from time to time adopt policies regarding sign standards. Such policies may include separate standards or provisions for specific areas of the community. (3334-6/97)

**A. COMMERCIAL DISTRICTS**

**1. FREESTANDING SIGNS ON ADAMS AVE., BEACH BLVD., BROOKHURST ST., EDINGER AVE., GOLDENWEST ST. AND WARNER AVE.**

	<b>LOT FRONTAGE</b>	<b>MAXIMUM NUMBER OF SIGNS</b>	<b>MAXIMUM SIGN HEIGHT</b>	<b>MAXIMUM SIGN AREA</b>
a.	Interior lots with less than 200 feet of street frontage	One	10 ft. +5 ft. for Bonus	50 sq. ft. +25 sq.ft. for Bonus
b.	Interior lots with min. 200 feet but less than 400 feet	One	15 ft. +5 ft. for Bonus	70 sq. ft. +30 sq.ft. for Bonus
c.	Corner lots with the greatest street frontage less than 400 feet	One per street frontage	7 ft. +3 ft. for Bonus	30 sq. ft. +15 sq.ft. for Bonus
d.	Interior lots with min. 400 feet of frontage AND Corner lots with min. 400 feet on one street frontage	One primary (P) and two secondary (S) signs per street	20 ft. (P) +5 ft. for (P) Bonus 7 ft. (S)	100 sq. ft. (P) +25 sq. ft. (P) Bonus 30 sq. ft. (S)
e.	Regional Mall Identification Sign	One per street frontage	25 ft.	100 sq. ft.
		One freeway sign	25 ft. above freeway	200 sq. ft.

**2. FREESTANDING SIGNS ON ALL OTHER ARTERIALS NOT LISTED ABOVE**

	<b>LOT FRONTAGE</b>	<b>MAXIMUM NUMBER OF SIGNS</b>	<b>MAXIMUM SIGN HEIGHT</b>	<b>MAXIMUM SIGN AREA</b>
a.	Interior lots with less than 400 feet of street frontage	One	7 ft. +1 ft. for Bonus	50 sq. ft. +10 sq. ft. for Bonus
b.	Corner lots with the greatest street frontage less than 400 feet	One per street	7 ft. +1 ft. for Bonus	30 sq. ft. +10 sq. ft. for Bonus
c.	Interior lots with min. 400 feet of frontage AND Corner lots with min. 400 feet on one street frontage	One primary (P) and two secondary (S) signs per street	15 ft. (P) +0.5 ft. for Bonus 7 ft. (S)	70 sq. ft. (P) + 10 ft. for Bonus 30 sq. ft. (S)

1. Bonus signs (B) shall have an opaque background, internal illumination for items of information only.
2. Multi-tenant panels are permitted provided the panels are minimum 10 inches in height, with a minimum 6 inch letter height. They shall be restricted to one uniform background color and two colors for the sign copy, with the exception that the Center Identification may have a separate background color. Sign copies shall be limited to the company name or one generic item of information. Major tenant identification shall be encouraged by being placed on the largest panel.
3. Secondary signs (S) are in addition to the Primary (P) sign. Secondary sign copy shall be limited to business identification only.
4. Street addresses shall be included on all freestanding signs with minimum six (6) inch numerals.

OTHER LOCATIONAL CRITERIA FOR FREESTANDING COMMERCIAL SIGNS

1. No business shall have more than one freestanding sign facing each frontage.
2. Freestanding signs on the same site shall be located a minimum of 150 feet apart unless approved by a planned sign program.
3. A freestanding sign shall not be permitted in an area between the building and right-of-way when that portion of the building is located at the minimum setback.
4. Signs shall be located in a landscape planter a minimum of 2 feet wider than the sign itself. Square poles or other architectural treatment shall be required, except if the sign is 8 feet or less in height, it shall be of monument type, with a minimum 2 foot base. Placement shall conform with Diagram A.
5. No freestanding sign shall be located along a local street.

**A. COMMERCIAL DISTRICTS (CONTINUED)**

**3. WALL SIGNS**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	OTHER STANDARDS
<u>Individual Business Identification</u>	wall	One per street or parking lot frontage for each separate business on the ground floor  Signs for second floor businesses with exterior access may be permitted by Planned Sign Program	1.5 sq. ft per linear ft. of business frontage.  <u>Business &lt;50,000 sq. ft.</u> Max. total= 200 sq.ft.*  <u>Business 50,000+ sq. ft.</u> No Max.*  * No sign shall exceed 200 sq. ft. or 1.5 sq. ft. per linear ft. of the wall upon which it is placed.  <u>Channel letter signs:</u> 15% bonus after above calculation.	1. Channel letter signs required on all sites consisting of 5 or more uses.  2. Signs over 50 sq. ft. shall have an opaque background and internal illumination for items of information only or shall be of channel letter design.  3. Multi-business consolidated wall signs shall be permitted provided the signs do not exceed the allowable sign area.  4. Placement shall conform to Diagram B.  5. One nameplate may be placed at each door, loading dock, or other entrance facing a public street; max. 6 sq. ft.  6. Signs on projecting canopies/awnings shall be considered wall signs.  7. Raceways shall only be permitted when unable to place electrical components within wall/parapet.
	under canopy	One per business	8 sq. ft.	1. Canopy signs shall be attached perpendicular to the building face, centered above the store entrance or lease length.  2. Minimum 8 ft. ground clearance.  3. Signs shall not be illuminated.

**4. CHANGEABLE COPY SIGNS**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	OTHER STANDARDS
<u>Hotel with Convention Facility</u>	f/s	One per site	30% of allowable f/s area	See A.1. <u>Freestanding Signs</u> (a-d) above	To be combined with permitted sign.
<u>Live Entertainment</u>	f/s	One per site	30% of allowable f/s area	See A.1. <u>Freestanding Signs</u> (a-d) above	To be combined with permitted sign.
<u>Tenant Directory</u>	f/s	One per site	30 sq. ft.	7 ft.	Low intensity illumination, oriented toward pedestrians and motorists on site. Min. 30 ft. from exterior property lines, and 25 ft. from other freestanding signs.
<u>Menu Board</u>	f/s or wall	One per drive-thru lane	10 sq. ft.	7 ft.	May be in addition to permitted sign.
<u>Electronic Readerboards</u> (See Sections 233.12 and 233.14 for specifications)					

## B. INDUSTRIAL DISTRICTS

### 1. FREESTANDING SIGNS

SITE CRITERIA	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>Industrial/ Mixed Uses</u>	One business identification sign per site	Under 1 acre: 32 sq. ft.  Industrial centers over 1 acre: 50 sq. ft.	7 ft.	<ol style="list-style-type: none"> <li>1. Sign copy shall be limited to center or single business identification only. No multi-tenant panels shall be permitted.</li> <li>2. Freestanding signs shall conform to Diagram A, and shall be located in a landscaped planter a minimum of 2 feet wider than the sign itself.</li> <li>3. All freestanding signs shall have the street address included on the sign.</li> <li>4. Signs shall be monument type.</li> <li>5. Internally illuminated signs shall be designed as bonus signs.</li> </ol>
<u>Mixed Use Businesses with Frontages on Gothard Street</u>	One per street frontage	Under 1 acre: 32 sq. ft.  Industrial centers over 1 acre: 50 sq. ft.	10 ft.	<ol style="list-style-type: none"> <li>1. Multi-tenant panels are permitted provided the panels are minimum 10 inches in height with minimum 6 inch high letters. They shall be restricted to one uniform background color and two colors for the sign copy, with the exception that the Center Identification may have a separate background color. Sign copies shall be limited to the company name or one generic item of information.</li> <li>2. Major tenant identification shall be encouraged by being placed on the largest panel.</li> <li>3. Signs eight (8) feet or less shall be monument type.</li> <li>4. Internally illuminated signs shall be designed as bonus signs.</li> </ol>

**B. INDUSTRIAL DISTRICTS (CONTINUED)**

**2. WALL SIGNS**

SITE CRITERIA	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>All Industrial/ Mixed Uses</u>	One per street or parking lot frontage for each separate business	1 sq. ft. per linear ft. of building frontage.  Channel letter signs receive a 10% bonus after the above calculation.  Max. 100 sq. ft. per business for all wall signs.	Below roofline	<ol style="list-style-type: none"> <li>One nameplate may be placed at each door, loading dock, or other entrance facing a public street; max. 6 sq. ft.</li> <li>Internally illuminated signs shall be designed as bonus signs.</li> <li>Raceways shall only be permitted when unable to place electrical components within wall/parapet.</li> </ol>

**C. RESIDENTIAL**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>Neighborhood Identification</u>	f/s	1 per street entrance	1 sq. ft. per unit, max. 50 sq. ft.	6 ft.	<ol style="list-style-type: none"> <li>Signs shall be affixed to perimeter wall or placed within a landscaped planter.</li> <li>Sign copy shall be limited to 18 inches in height, name of development only.</li> <li>Freestanding signs shall be set back 20 feet from any interior property line. Placement shall conform to Diagram A.</li> </ol>
	OR				
	wall	One on each side of each street entrance	0.5 sq. ft. per unit, max. 25 sq. ft.		
<u>Vacancy Signs for Multi-family Developments</u>	wall	One per street frontage	6 sq. ft.	Below roofline	<ol style="list-style-type: none"> <li>Copy limited to "vacancy," type of unit available, and source of information.</li> </ol>



**D. CHURCHES, AND SCHOOLS, AND COMMERCIAL  
RECREATIONAL USES WITHIN PUBLIC PARKS**

<b>SITE CRITERIA</b>	<b>TYPE</b>	<b>MAXIMUM NUMBER</b>	<b>MAXIMUM SIGN AREA</b>	<b>MAXIMUM SIGN HEIGHT</b>	<b>OTHER STANDARDS</b>
<u>Identification</u>	f/s  <u>AND</u>  wall	One per site    One per site	32 sq. ft.    1 sq. ft. per linear ft. of bldg. frontage Max. 32 sq. ft.	7 ft.    Below roofline	1. Freestanding signs shall be completely located within a landscaped planter.  2. Signs shall be monument type.  3. Freestanding signs shall be set back 5 ft. from any interior property line.  4. All freestanding signs shall have the address included on the sign.  5. Raceways shall only be permitted when unable to place electrical components within wall/parapet.
<u>Changeable Copy</u>	f/s    wall	One per site    One per site	30% of allowable f/s area    10 sq. ft.	7 ft.	To be combined with permitted sign.    May be in addition to permitted sign.

**E. SERVICE STATIONS**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>Business Identification</u>	f/s	One per site	<u>Alternative A:</u> 20 sq. ft. if sign contains only identification and no changeable copy panels for pricing.  <u>OR</u>  <u>Alternative B:</u> 50 sq. ft. if price information is incorporated on sign. Sign shall contain panels for fuel price only. No detached price signs shall be located elsewhere on the site.	7 ft.	1. Service stations with convenience markets shall use <u>Alternative A</u> .  2. Freestanding signs shall be located in a landscaped planter a minimum of 2 feet wider than the sign itself.  3. Signs shall be monument type.  4. All freestanding signs shall have the address included on the sign.
	wall and/or canopy	One per street frontage  One per street frontage	1 sq. ft. per linear foot of building frontage  10 sq. ft.	Below roofline	1. Internal illumination or channel letters only.  2. If canopy fascia signs are used for business ID, no wall signs shall be permitted on bldg.  3. Max. letter height for fascia signs shall be 75% of fascia width.  4. If canopy fascia signs are not provided, a logo may be permitted on each side of canopy column connector (spandrel) in addition to wall signs.
<u>Fuel Price and Credit Information</u>	f/s	One per street frontage in conjunction with <u>Alternative A</u> sign  Price signs shall be located a minimum 15 ft. from other freestanding signs.	12 sq. ft.	6 ft.	1. Price signs shall advertise fuel prices only and no other product available.  2. Freestanding signs shall be completely located within a landscaped planter.

**E. SERVICE STATIONS (CONTINUED)**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>Pump Instructions or Identification</u>	attached to pump island column	One per canopy column	2 sq. ft.	10 ft.	<ol style="list-style-type: none"> <li>No other signs shall be permitted on the canopy or column except as specified.</li> <li>Point of purchase signs shall be prohibited.</li> <li>State or Federal government required signs encompassed within a fuel pump shall not be regulated by this ordinance.</li> </ol>

**F. PERMITTED IN ALL DISTRICTS**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>Building Identification for Buildings Over 100 Ft. in Height</u>	wall	One per building frontage	3 sq. ft. per foot of bldg. height	Shall be placed within top 25 ft. of bldg.	<ol style="list-style-type: none"> <li>Such sign shall be in addition to that which is permitted elsewhere in this article.</li> <li>Raceways shall only be permitted when unable to place electrical components within wall/parapet.</li> </ol>

Promotional Activity Signs (See Section 233.18 for specifications)

<u>Real Estate</u>					
-Residential Districts	f/s	One per site	8 sq. ft.	6 ft.	<ol style="list-style-type: none"> <li>Real estate signs shall be removed immediately after sale or lease, which shall be defined as the close of escrow.</li> <li>Signs shall not be attached to the perimeter walls of residential communities or create any hazards for traffic or pedestrians.</li> </ol>
-Commercial Office Districts	<u>OR</u>	One per site	20 sq. ft.	10 ft.	
-Commercial/Industrial Districts	wall	One per site	30 sq. ft.	12 ft.	
-Miscellaneous/All Other Districts		One per site	20 sq. ft.	10 ft.	

**F. PERMITTED IN ALL DISTRICTS (CONTINUED)**

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	OTHER STANDARDS
<u>Open House Signs and Real Estate Flags</u>	f/s	One Sign  Three flags per site	6 sq. ft.  2.5 sq. ft.	4 ft.  6 ft.	1. Open house signs and flags may be displayed only during daylight hours and when the property is available for inspection.  2. Open house signs may only be placed at the immediate points of access to a residential subdivision from an arterial. Placement shall be in the parkway only and not in street medians or dividers.

**233.08 Exempt Signs**

Signs exempt from the sign permit requirements of this chapter include: (3334-6/97)

- A. Corner stones, including names of buildings, dates of erection, and citations that are made an integral part of the structure. (3334-6/97)
- B. Credit card, trading stamp, or trade association signs not exceeding 0.5 square feet each. (3334-6/97)
- C. Governmental flags of any governmental agency not used for commercial promotional purposes. (3334-6/97)
- D. Neighborhood Watch signs. (3334-6/97)
- E. Notices posted by a utility or other quasi-public agent in the performance of a public duty or by any person giving due legal notice. (3334-6/97)
- F. Official notices of any court, public body or officer. (3334-6/97)
- G. Oil operations signs consistent with Title 15 of the Municipal Code. (3334-6/97)
- H. One construction sign per street frontage with a maximum sign area of 32 square feet located on a construction site during the course of construction. Removal is required prior to issuance of a certificate of occupancy or final inspection, whichever comes first. (3334-6/97)
- I. One name plate, not over six (6) square feet in area, displaying the name and/or profession of the occupant of the building and/or the address, may be placed at each door, loading dock, or other entrance facing a public street. (3334-6/97)
- J. On-premise parking and other directional signs, not exceeding one double-faced sign per entrance, not exceeding two (2) square feet in area and four (4) feet in height. Such signs shall not include business identification, product, or logo. (3334-6/97)

- K. Open house signs, not to exceed six (6) square feet and four (4) feet in height, may be displayed adjacent to the entrance of a property for sale or rent during daylight hours when the property is open for inspection. (3334-6/97)
- L. Pennants corresponding to a City sponsored event or theme. The pennants shall be on light standards located on private property, a maximum of 30 square feet per pennant, with a minimum eight (8) foot clearance from the ground. Written text shall be restricted to the name and dates of the event. Pennants shall be removed within five (5) working days upon the completion of the event. (3360-12/97)
- M. Political campaign signs which do not pose a traffic or safety hazard, are not erected more than 75 days prior to or remain more than 15 days after an election, and have been granted permission of the property owner for display. Political signs shall be prohibited in street medians and dividers. (3334-6/97, 3360-12/97)
- N. Promotional Activity Signs for Vehicle Sales Dealerships provided they comply with the provisions set forth in Section 233.18 G. (3360-12/97)
- O. Public transit seating signs and public information, directional, and warning signs erected by a public agency. (3334-6/97)
- P. Real estate signs provided they comply with the provisions set forth in Section 233.06 F. (3360-12/97)
- Q. Signs manufactured as a standard, integral part of a mass-produced product accessory to a commercial or public or semi-public use, including telephone booths, vending machines, automated teller machines, and gasoline pumps. (3334-6/97)
- R. Signs within a building not visible from a public street and window signs not exceeding 20 percent of the visible area of a window (50% during December). No window sign shall be displayed above the second story. (3334-6/97, 3360-12/97)
- S. Signs required by the Americans with Disabilities Act (ADA). (3360-12/97)
- T. Street address numerals. (3334-6/97)
- U. No-trespassing signs posted a minimum of 100 feet apart. (3334-6/97)

**233.10 Prohibited Signs**

- A. Canvas signs, banners, pennants, streamers, balloons or other temporary signs except as provided in Sections 233.08 (Exempt Signs), 233.16 (Subdivision Directional Signs) or 233.18 (Promotional Activity Signs). (3334-6/97, 3360-12/97)
- B. Mobile, A-frame, and portable signs and those of a similar nature which are not permanently attached to the ground or building except as provided in Sections 233.18 or 233.20. (3334-6/97)
- C. Roof signs. (3334-6/97)

- D. Signs which resemble any official marker erected by the city, state, or any governmental agency, or which, by reason of position, shape, color or illumination would conflict with the proper functioning of any traffic sign or signal or would be a hazard to vehicular or pedestrian traffic. (3334-6/97)
- E. Signs which produce odor, sound, smoke, fire or other such emissions. (3334-6/97)
- F. Flashing, moving, pulsating, or intermittently lighted signs, mechanical movement signs, including searchlights, except electronic readerboards and public service signs such as those for time and temperature. (3334-6/97)
- G. Animals or human beings, live or simulated, utilized as signs. (3334-6/97)
- H. Projecting signs, except canopy or awning signs and under-canopy signs, subject to subsections 233.06(A) and 233.06(E). (3334-6/97, 3360-12/97)
- I. Signs which constitute a nuisance or hazard due to their intensity of light. (3334-6/97)
- J. Signs visible from and within 100 feet of an R district which are illuminated between the hours of 10:00 PM and 7:00 AM unless they identify an establishment open for business during those hours. (3360-12/97)
- K. Off-premises signs, including billboards or advertising structures installed for the purpose of advertising a project, subject or business unrelated to the premises upon which the sign is located, except subdivision directional signs and multiple user electronic readerboards. (3334-6/97)
- L. Abandoned signs and signs which no longer identify a bona fide business conducted on the premises. Such signs shall be removed by the property owner within 60 days of the business' closing date. The sign panel may be turned over (blank side out) if the sign complies with code. (3334-6/97, 3360-12/97)
- M. Signs on any public property, including signs affixed to utility poles, or projecting onto the public right-of-way, except political signs and those required by law. This section shall not prohibit the placement of advertising panels on public service items including, but not limited to, trash receptacles, bicycle racks, bus benches, transit shelters, and telephone booths, within public rights-of-way or in publicly-operated beaches or parks provided such items are placed in accord with an agreement granted by the City Council. (3334-6/97, 3360-12/97)
- N. Vehicle signs, signs affixed to automobiles, trucks, trailers or other vehicles on public or private property for the basic purpose of advertising, identifying or providing direction to a use or activity not related to the lawful use of the vehicle for delivering merchandise or rendering service. Any such vehicle signs which have as their primary purpose to serve as a non-moving or moving display are prohibited. (3334-6/97)

**233.12 Electronic Readerboards**

Electronic readerboards may be permitted subject to the review by the Design Review Board, and approval of a conditional use permit by the ~~Planning Commission~~ **Zoning Administrator**. (3334-6/97, 3360-12/97)

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- A. Required Findings: Prior to approving a conditional use permit to allow an electronic readerboard sign, the ~~Planning Commission~~ **Zoning Administrator** shall make the following findings: (3334-6/97)
1. The proposed electronic readerboard sign conforms with the standards and criteria as set forth in this chapter; (3334-6/97)
  2. The proposed electronic readerboard sign is compatible with other signs on the site and in the vicinity; (3334-6/97)
  3. The proposed electronic readerboard sign will not adversely impact traffic circulation in adjacent rights-of-way or create a hazard to vehicular or pedestrian traffic; and (3334-6/97)
  4. The proposed electronic readerboard sign shall not have adverse visual impacts on adjoining commercial and/or residential neighborhoods. (3334-6/97)
- B. Readerboard Sign Criteria: (3360-12/97)
1. Electronic readerboards may be freestanding or wall type signs. (3334-6/97)
  2. The maximum number of electronic readerboards shall be one per site. (3334-6/97)
  3. The maximum sign area shall be 115 square feet; 90 square feet for message center; and 25 feet for other information. (3334-6/97)
  4. The maximum height of a freestanding electronic readerboard sign shall be 25 feet. (3334-6/97, 3360-12/97)
  5. The electronic readerboard shall have cylinders, a shade screen and a photocell for reducing the intensity of lighting at night. (3334-6/97)
  6. The maximum measurable light output of the electronic readerboard shall not exceed 50 foot-candles at any property line. (3334-6/97)
- C. Location Requirements: (3334-6/97)
1. Electronic readerboards shall only be allowed on parcels abutting a freeway and on parcels abutting Beach Boulevard, excluding the portion along Beach Boulevard designated as a landscape corridor south of Adams to Pacific Coast Highway. (3334-6/97)
  2. Minimum lot frontage: 200 feet. (3334-6/97)
  3. Minimum distance between electronic readerboards: 150 feet. (3334-6/97)
  4. Minimum distance to any residence: 150 feet. (3334-6/97)
- D. Other Standards: (3334-6/97)

1. Where a site has an electronic readerboard, temporary banners, balloons, flags, etc. shall be permitted a maximum of 15 days per calendar year. (3334-6/97)

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2. Hours of operation: 6:30 AM to 10:30 PM. At least 10 percent of the message time, or any percentage deemed necessary by the City for emergency conditions, shall be used for public service announcements. (3334-6/97)
3. Messages in an electronic readerboard shall be no faster than one message every four seconds, and the minimum interval between messages shall be at least one second. Continuous motion of messages is not permitted. (3334-6/97)
4. Light intensity changes (other than between day and night uses) are not permitted. (3334-6/97)
5. In addition to the electronic readerboard sign, one monument sign, maximum of seven (7) feet in height and a maximum fifty (50) square feet in sign area, may be permitted and all other signage shall be brought into conformance with this chapter. (3334-6/97)

#### **233.14 Readerboard Signs - Multiple Users**

Off-site electronic readerboard signs may be permitted subject to the conditional use permit approval by the ~~Planning Commission~~ **Zoning Administrator**. Approval of electronic readerboard signs shall be subject to the following: (3334-6/97)

- A. Required Findings: Prior to approving a conditional use permit to allow a multiple user electronic readerboard sign, the Planning Commission shall make the following findings: (3334-6/97)
  1. The proposed electronic readerboard sign conforms with the standards and criteria as set forth in the Huntington Beach Zoning and Subdivision Ordinance; (3334-6/97, 3360-12/97)
  2. The proposed electronic readerboard sign will not adversely impact traffic circulation in adjacent right-of-way or create a hazard to vehicle or pedestrian traffic. (3334-6/97, 3360-12/97)
- B. Multiple User Readerboard Sign Criteria: (3360-12/97)
  1. Multiple user electronic readerboard signs may be located at a site which is not the location of any of the parties using the sign for advertising. (3334-6/97)
  2. Multiple user electronic readerboard shall be freestanding. (3334-6/97)
  3. The maximum sign area shall be twelve hundred (1200) square feet. (3334-6/97)
  4. The maximum height of a multiple user readerboard sign shall be eighty-five (85) feet. (3334-6/97)



5. The multiple user readerboard shall have cylinders or directional incandescent lamps and have a shade screen or louver system, a shade screen and a photocell for reducing the intensity of lighting at night. (3334-6/97)

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C. Lighting Standards: (3334-6/97)

1. The maximum night time light intensity and illuminance shall conform to the following: (3334-6/97)

MAXIMUM NIGHT TIME INTENSITY

Height from Ground (in feet)	5	10	20	30	50	70	85
Maximum Intensity (x 1000 lumens)	125	130	145	170	250	370	490

(3334-6/97, 3360-

12/97)

MAXIMUM NIGHT TIME ILLUMINANCE

Land Use at Receptor Site	Residential	Commercial	Other
Maximum Illuminance (foot-candles)	0.3	2.0	1.0

(3334-6/97)

The maximum night time illuminance shall be measured at the receptor site, at ground level, by a direct reading, portable light meter. Measurements shall not be made within one hour after sunset or before sunrise. (3334-6/97)

2. Illuminance shall be determined by the difference between a reading taken with the sign on and another reading taken within three (3) minutes with the sign off. (3334-6/97)
3. An illuminance chart shall be prepared by a licensed engineer and submitted to the Director for approval prior to installation. Conformance with this ordinance shall be verified by actual measurements made, as specified herein, after installation. The method of measurement and results shall be subject to approval of the Director. (3334-6/97)

D. Location Requirements: (3334-6/97)

1. A multiple user readerboard shall be located no farther than two hundred (200) feet from a freeway. (3334-6/97)
2. The minimum distance between multiple user readerboards shall be one thousand (1,000) feet. (3334-6/97)
3. The sign shall be a minimum distance of 600 feet from residential properties. (3360-12/97)

E. Other Standards: (3334-6/97)

1. No off-site electronic readerboard will be permitted except for multiple users. (3334-6/97)

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2. At least twenty percent (20%) of the message time, or any percentage deemed necessary by the City for emergency conditions shall be used for public service announcements. (3334-6/97)
3. Messages in a multiple user sign shall be no faster than one message every four (4) seconds and the minimum interval between messages shall be at least one second. (3334-6/97)
4. Light intensity changes (other than between day and night uses) are not permitted. (3334-6/97)

**233.16 Subdivision Directional Signs**

Subdivision directional signs shall contain only the name of a development, the developer, price information, and directional information for land development projects located within the city. No land development project shall be permitted more than six off-site subdivision directional signs, and approval for such signs shall be subject to the following standards: (3334-6/97)

A. Location requirements: (3334-6/97)

1. Signs shall not be located within any public right-of-way or on any property developed with residential uses other than that of the subdivision identified. (3334-6/97)
2. Signs located on the same side of the street shall be a minimum of 600 feet from any other subdivision directional sign except a sign may be permitted on each corner of the intersection of arterial highways. (3334-6/97)
3. Maximum area and height: (3334-6/97)
  - a. 64 square feet in area and 15 feet high provided there is a minimum 50 foot distance from any adjacent developed property. (3334-6/97)
  - b. 32 square feet in area and 8 feet high provided there is a minimum 25 foot distance from any adjacent developed property. (3334-6/97)

- B. Permit expiration: Permits issued for subdivision directional signs shall expire either one year from the date of issuance or on the date 90 percent of the project's units have all been sold, leased, or rented for the first time, whichever is sooner. Annual renewals may be granted for such time as units still exist for sale; however, no more than one directional sign is allowed after 90 percent of the units are sold, leased or rented. (3334-6/97)

- C. Street widening: When a sign conflicts with street widening or construction, it shall be removed upon written notice at no cost to any public agency. (3334-6/97)

- D. Required bond: Prior to the issuance of a building permit, the applicant shall file a cash bond in an amount set by resolution of the City Council. The full bond amount shall be refunded if the sign structure is removed and the site restored to its original condition within 15 days after the expiration of the permit. If the sign structure is not removed, the City shall remove the sign and its supporting structure with the cost deducted from the cash bond, and any remainder refunded. (3334-6/97)

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**233.18 Promotional Activity Signs**

- A. Promotional activity signs may be placed on a site subject to the approval of the Director, provided that temporary signs comply with this section, and do not create safety hazards or block signs identifying adjoining establishments. (3334-6/97)
- B. A temporary sign permit for promotional activity banners, pennant or pennants, unless otherwise specified, shall be valid for a maximum of ninety (90) days in any calendar year and shall not be renewable. (3334-6/97, 3360-12/97)
- C. A promotional activity banner or banners shall not exceed one square foot of banner area for each linear foot of building frontage and in no case shall the total banner area exceed 100 square feet. Pennants shall be limited to a maximum of one square foot for each pennant. (3334-6/97, 3360-12/97)
- D. A temporary sign permit for grand opening promotional activities shall be allowed for ninety (90) days, and the permit is not renewable. A promotional activity banner, as permitted above, shall not be affected by the issuance of a grand opening sign permit during the same calendar year. The size of a grand opening banner shall not exceed the size specified in Section 233.18 C. (3334-6/97, 3360-12/97)
- E. Promotional signs shall not be in a condition of disrepair. Disrepair shall include torn, faded or sagging signs. (3334-6/97)
- F. Sites with electronic readerboards shall be permitted to have promotional activity signs displayed a maximum of fifteen (15) days per calendar year. (3334-6/97)
- G. Vehicle sales businesses on Beach Boulevard shall be exempt from these limitations on promotional activity signs provided they comply with the following: (3334-6/97, 3360-12/97)
  - 1. Eighteen inch (18") non-metallic helium balloons and large non-metallic inflatables may be displayed on the weekends (Friday 9:00 AM through Sunday 12:00 Midnight), provided they do not project over the public right-of-way. (3334-6/97)
  - 2. Automobile dealerships on Beach Boulevard shall be permitted to display flags, pennants, banners and car-top signs throughout the year. (3334-6/97)
- H. Vehicle sales businesses on Beach Boulevard shall obtain a temporary sign permit for the use of large displays and inflatables larger than eighteen inches (18") in diameter. The displays and inflatables shall be affixed directly to the ground or roof of a building; the displays and inflatables shall not be elevated up in the air. The displays and inflatables shall be limited to a maximum of twelve (12) weekends per calendar year. (3360-12/97)

**233.20 Planned Sign Program**

A planned sign program shall be submitted to the Director when required by Section 233.04 B. Such program shall be reviewed and approved by the Director prior to issuance of any permit for signs. The purpose of the planned sign program is to encourage coordinated and quality sign design as well as to permit more flexible sign standards for commercial and industrial centers. (3334-6/97, 3360-12/97, 3527-2/02)

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The standards of Section 233.06 shall be used as a guide in the design of a planned sign program. The property owner shall designate a person or firm as the primary liaison with the City for the purpose of submitting sign permit requests in conformance with the approved planned sign program. (3334-6/97, 3360-12/97)

- A. Planned sign program applications shall be submitted to the Planning Division and shall include the following: (3334-6/97)
  - 1. A site plan, drawn to scale, depicting the precise locations of all buildings and signs; (3334-6/97, 3360-12/97)
  - 2. Drawings and/or sketches indicating the exterior surface details of all buildings on the site on which wall signs, directory signs, or projecting signs are proposed; (3334-6/97)
  - 3. Written text describing the specific sign criteria for the property. The program shall, at minimum, include provisions regulating sign height, area, sign type, colors, design and location. (3360-12/97)
  - 4. A statement of the reasons for any requested modifications to the provisions or standards of this chapter; and (3334-6/97)
  - 5. The name, address, and telephone number of the person or firm responsible for administering the planned sign program. (3334-6/97)
- B. A planned sign program may include more than one freestanding sign per parcel or other deviations from the standards of this chapter, provided that the total sign area does not exceed the area otherwise permitted by Section 233.06 by more than 10 percent, or by 30% for multiple automobile franchises occupying the same lot, and commercial businesses with 50,000 square feet or more of floor area. In approving a planned sign program, the Director shall find: (3334-6/97, 3360-12/97)
  - 1. That the proposed signs are compatible with the style or character of existing improvements on the site and are well related to each other, reflecting a common theme and design style. (3334-6/97)
- C. The Director may require any reasonable conditions necessary to carry out the intent of the planned sign program. For developments with existing signs, a schedule or phasing plan for bringing such signs into conformance with the planned sign program shall be submitted and become part of the approval. A cash bond may be required to guarantee their modification or removal. (3334-6/97, 3360-12/97)

**233.22 Miscellaneous Signs and Provisions**

- A. Signs within the Downtown Specific Plan or any other specific plan area shall comply with any additional requirements outlined within the plan itself and any applicable design guidelines. (3334-6/97)
- B. Non-commercial murals, non-commercial large graphic designs, and statuary shall be subject to review by the Director for the sole purpose of ensuring that such displays will not pose a hazard to public health, safety or welfare. (3334-6/97)

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- C. No window or contiguous window panes shall be covered by paper or painting signs which exceed 20 percent of the total area of that window at any time. Exception: Windows may be covered up to 50% during the month of December. (3334-6/97, 3360-12/97)

**233.24 Nonconforming Signs**

- A. Continuation of Use. Any nonconforming on-site sign may be maintained after the effective date of the ordinance codified in this title, provided that the nonconforming sign is not: (3334-6/97, 3360-12/97)
  - 1. Changed to another nonconforming sign; or (3334-6/97)
  - 2. Structurally altered so as to extend its useful life; or (3334-6/97)
  - 3. Expanded or altered as defined in Section 233.28, except that a change of sign panel/face may be permitted provided the items of information on the sign (i.e., business name) remain the same; or (3334-6/97, 3360-12/97)
  - 4. Reestablished after discontinuance for ninety (90) days or more; or (3334-6/97, 3360-12/97)
  - 5. Reestablished after damage or destruction of more than fifty percent (50%) of the sign value at the time of such damage or destruction. (3334-6/97, 3360-12/97)
- B. Signs replaced or requested to be modified at the owner's initiative shall comply with all current provisions of this chapter unless granted a sign code exception, limited sign permit or planned sign program. (3334-6/97, 3360-12/97)

**233.26 Code Compliance**

Signs shall be subject to the provisions of this chapter, the Uniform Building Code and National Electric Code, as adopted by the City. (3334-6/97, 3360-12/97)

Penalty. No person, firm, corporation or other legal entity shall maintain, place, erect, or permit any sign to be displayed in violation of this chapter. Violations are a misdemeanor and are punishable as provided in Chapter 249 Enforcement of the Huntington Beach Zoning and Subdivision Ordinance. (3360-12/97)

**233.28 Definitions**

The following definitions shall apply to the provisions in this Chapter. General definitions are contained in Chapter 203. (3334-6/97)

- A. Abandoned Sign: a sign which no longer directs, advertises or identifies a legal business establishment, product or activity on the premises where such sign is displayed. (3334-6/97)
- B. Alteration: any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign. (3334-6/97)

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- C. Animated Sign: any sign which is designed to give a message through a sequence of progressive changes of parts or lights or degree of lighting. (3334-6/97)
- D. Area of Sign: (3334-6/97)
  1. The area included within the outer dimensions of a sign (excluding structural supports). (3334-6/97, 3360-12/97)
  2. For freestanding signs, sign area shall be calculated on one (1) face of the sign, provided a sign face on a double-sided sign is not separated from the opposite side of the sign by more than 12 inches at any point. (3334-6/97, 3360-12/97)
  3. For illuminated awning or canopy signs, sign area shall be calculated around the sign copy only. (3334-6/97, 3360-12/97)
  4. For signs without a border or frame (channel or skeleton letters), the area shall be within a rectangle or eight (8) continuous straight lines (with right angles) formed around the extreme outer limits of the sign message, including all figures and any background or color which is an integral part of the sign. (3334-6/97, 3360-12/97)



- E. Awning: a shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework. (3334-6/97)
- F. Awning Sign: a sign painted on, printed on, or attached flat against the surface of an awning. (3334-6/97)
- G. Banner Sign: a temporary sign composed of fabric or flexible material with no enclosing frame. (3334-6/97)
- H. Bonus Sign: an internally illuminated freestanding sign designed with opaque sign faces/panels, and illumination for items of information only. (3360-12/97)
- I. Business Identification Sign: a sign which serves to identify only the name and address of the premises, business, building or portion of building upon which it is located and includes no other advertising such as product lists, phone numbers and hours of operation. Logos may also be permitted. (3334-6/97)

- J. Building Frontage: the linear extent of a building or business which has frontage on either a street or parking area. Only one side of the building facing the street or parking area shall be used to determine the maximum sign area. (3334-6/97, 3360-12/97)
- K. Canopy: a permanent roof-like structure which extends along and projects beyond the wall of a building, or is freestanding as common in service stations, and is generally designed and constructed to provide protection from the weather. (3334-6/97, 3360-12/97)

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- L. Changeable Copy Sign: a sign or portion thereof with characters, letters or illustrations that can be changed manually or electrically without altering the face or surface of the sign. (3334-6/97)
- M. Channel letters: individual letters or figures, illuminated or non-illuminated, affixed to a building or freestanding sign structure. (3334-6/97)
- N. Construction Sign: a temporary sign identifying the persons, firms or businesses directly connected with a construction or development project and may include the name of the future site occupant. (3334-6/97)
- O. Directional Sign: an on-premise incidental sign designed to guide or direct pedestrian or vehicular traffic. (3334-6/97)
- P. Electronic Readerboard: a changeable message sign consisting of a matrix of lamps which are computer controlled. (3334-6/97)
- Q. Exposed Neon: neon tubing used for lighting in signs and other building identification such as raceways and accent lighting. (3360-12/97)
- R. Exposed Raceway: visible tube or box behind a wall sign used to house electrical wiring for the wall sign. (3360-12/97)
- S. Flashing Sign: an illuminated sign which contains an intermittent or sequential flashing light source or any other such means to attract attention. This definition is not intended to include "changeable copy signs" or "animated signs." (3334-6/97)
- T. Freestanding Sign: a sign permanently attached to the ground and which does not have a building as its primary structural support. This includes ground signs, pole signs and monument signs. (3334-6/97)
- U. Grand Opening: a promotional activity not exceeding ninety (90) calendar days used by newly established businesses to inform the public of their location and services. (3334-6/97)
- V. Ground Sign: see Freestanding Sign. (3334-6/97)
- W. Illegal Sign: a sign which was erected without the benefit of a permit, that does not meet the requirements of this ordinance, or has not received legal nonconforming status. (3334-6/97, 3360-12/97)

- X. Incidental Sign: a small sign pertaining to goods, products, services or facilities which are available on the premises where the sign occurs and intended primarily for the convenience of the public. (3334-6/97)
- Y. Indirect Illumination: a light cast on the surface of a sign from an exterior source. (3334-6/97)
- Z. Industrial Center: any site containing three (3) or more industrial activities. (3360-12/97)

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- AA. Integrated Development: a development or site comprised of one or more parcels served by common access ways, driveways, parking and landscaping. (3334-6/97)
- BB. Interior illumination: any sign face which is artificially lit from the inside. (3334-6/97)
- CC. Item of information: each word, design, symbol, or figure. (3334-6/97)
- DD. Limited Sign Permit: City approved entitlement allowing the initial modification and maintenance of a nonconforming sign for up to a two (2) year period. (3360-12/97)
- EE. Logo: a trademark or company name symbol. (3334-6/97)
- FF. Marquee: see Canopy. (3334-6/97)
- GG. Mansard: a sloped roof or roof-like facade. (3334-6/97)
- HH. Monument Sign: a free standing sign with a solid base. (3334-6/97)
- II. Moving Sign: any sign or device which has any visible moving part, visible revolving part, or visible mechanical movement. (3334-6/97)
- JJ. Name Plate Sign: an attached sign which designates the names and/or address of a business, and/or the words "entrance" or "exit." (3334-6/97)
- KK. Nonconforming Sign: a sign which was erected legally but does not comply with current sign provisions. (3334-6/97, 3360-12/97)
- LL. Off-Site Sign: any sign which advertises goods, products, services or facilities not sold, produced, manufactured or furnished on the premises on which the sign is located. These signs are also known as outdoor advertising, billboards, and poster panels. (3334-6/97)
- MM. On-Site Sign: a sign which pertains to the use(s) of the site on which it is located. (3334-6/97)
- NN. Open House Sign: a sign which identifies a building for sale or lease which is open and available for inspection, and sets forth no other advertisement. (3334-6/97)
- OO. Planned Sign Program: City approved entitlement which incorporates coordinated and quality sign design elements. (3360-12/97)



- PP. Point of Purchase Display: advertising of a retail item accompanying its display, e.g., an advertisement on a product dispenser. (3334-6/97)
- QQ. Pole Sign: see Freestanding Sign. (3334-6/97)
- RR. Political Sign: a sign identifying either a candidate for public office or an issue relating to a forthcoming election. (3334-6/97)
- SS. Portable Sign: any sign not permanently attached to the ground or a building. (3334-6/97)

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- TT. Projecting Sign: a sign which is attached to and projects from the wall of the building more than 18 inches and which has its display surface perpendicular to such wall, to the structure to which it is attached. (3334-6/97)
- UU. Promotional Activity Sign: a temporary sign used to advertise a short term special activity or sale, i.e., grand opening, under new ownership, fall sale, etc. (3334-6/97)
- VV. Public Access Signage: signage that directs the general public to the coast or sea and/or public amenities available for general public use. (3360-12/97)
- WW. Public Service Information Sign: any sign intended primarily to promote items of general interest to the community such as time, temperature, date, atmospheric conditions, news or traffic control, etc. (3334-6/97)
- XX. Real Estate Sign: any temporary sign indicating that the premises on which the sign is located is for sale, lease or rent. (3334-6/97)
- YY. Roof Sign: an attached sign constructed upon or over a roof, or placed so as to extend above the visible roofline; or a freestanding sign which is greater in height than the building it serves to identify. (3334-6/97)
- ZZ. Rotating Sign: any sign or portion thereof which physically revolves about an axis. (3334-6/97)
- AAA. Sign: any medium for visual communication, including its structure and component parts, which is used or intended to be used to attract attention. (3334-6/97)
- BBB. Sign Height: measurement from the adjacent sidewalk or curb to the highest portion of the sign, including architectural elements. (3360-12/97)
- CCC. Sign Code Exception: City approved entitlement granting a deviation to the specifications set forth in this chapter. (3360-12/97)
- DDD. Sign Copy: any words, letters, numbers, figures, designs or other symbolic representation incorporated into a sign for the purpose of attracting attention. (3334-6/97)
- EEE. Site: one or more parcels of land identified by the assessor's records where an integrated building development has been approved or proposed. The site shall include all parcels of land contained within or a part of the development application. (3334-6/97)

- FFF. Site Frontage: the length of a lot or parcel of land along or fronting a street. (3334-6/97, 3360-12/97)
- GGG. Special Events Sign: a temporary sign advertising or pertaining to any civic, patriotic, or special event of a general public interest taking place within the city. (3334-6/97)
- HHH. Subdivision Directional Sign: a sign providing direction to a land development project pursuant to this chapter. (3334-6/97)

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- III. Supergraphic: a painted design which covers an area greater than ten percent of a wall, building facade, or other structure. (3334-6/97)
- JJJ. Temporary Sign: a sign which is installed for a limited time and is not constructed or intended for long-term use. (3334-6/97)
- KKK. Temporary Window Sign: a sign painted or constructed of paper or other lightweight material and affixed to the interior or exterior side of a window or glass area on a building for a limited time. (3334-6/97)
- LLL. Wall Sign: any sign which is attached or erected on the exterior, posted, or painted or suspended from or otherwise affixed to a wall of a building including the parapet, with the display surface of the sign parallel to the building wall, and which does not project more than eighteen (18) inches from the building, or project above the height of the wall or parapet. (3334-6/97)
- MMM. Window Sign: a sign in which the name, address, phone number, or hours of operation are applied directly to the window of a business, or a sign visible through the window from the street. (3334-6/97)

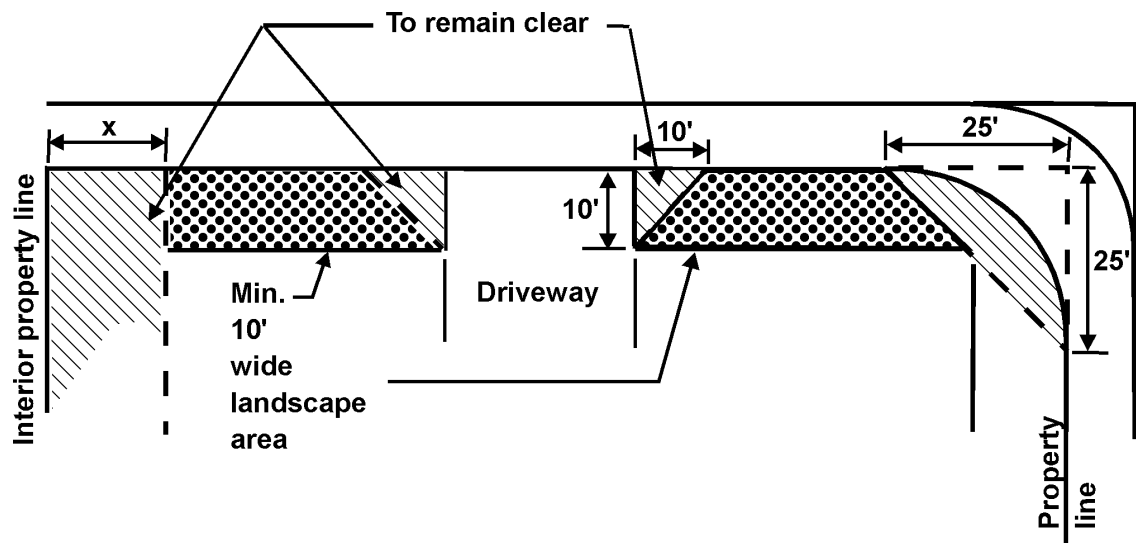
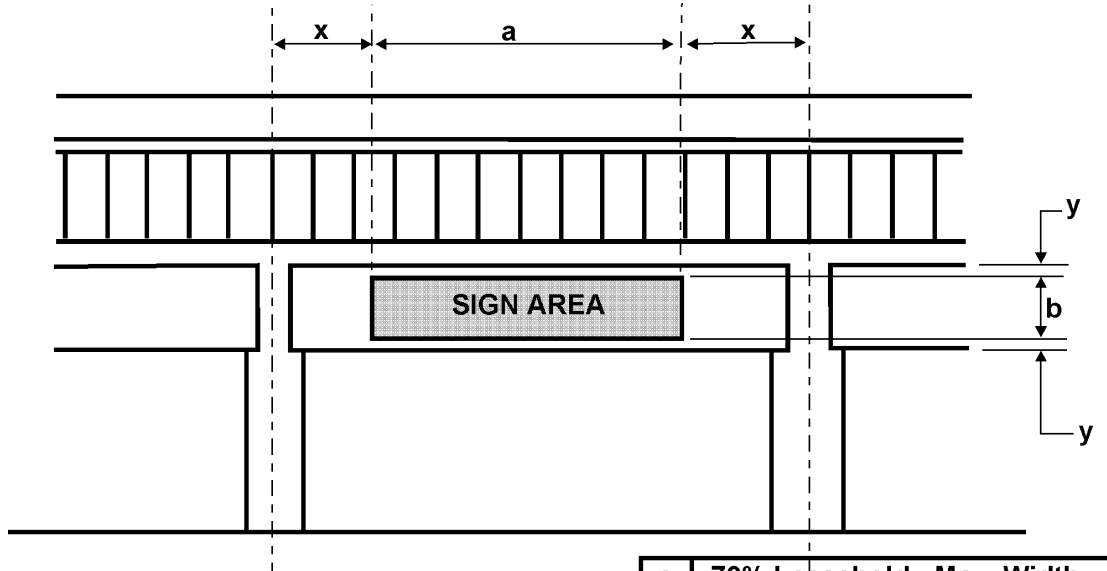


DIAGRAM A

Sign Type		Setback
x	Pole	40'
	Monument	Subject to Director review



**DIAGRAM B**

<b>a</b>	<b>70% Leasehold - Max. Width</b>
<b>b</b>	<b>75% Fascia - Max. Height</b>
<b>x</b>	<b>Equal Dimensions</b>
<b>y</b>	<b>Equal Dimensions</b>

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