

Electronic Sign Code Amendment Redlines

Chapter 2 (Zoning and Land Use)

§ 10-2.1814 Public zone and requirements.

In all "P" public and institutional zones any new sign or change to existing sign, other than a change of copy, that exceeds 30 square feet in area shall be subject to Planning Commission Design Review (Section 10-5.2502). Any new sign or change to existing sign, other than a change of copy, that is 30 square feet or less in area shall be subject to Administrative Design Review (Section 10-2.2500). Any electronic message display sign, regardless of sign area, shall be subject to Planning Commission Design Review- or Harbor Commission Design Review, depending on sign location, as outlined in Section 10-2.2512.

- (a) *Electronic message displays. Electronic message displays may be permitted, subject to Planning Commission or Harbor Commission Design Review (Section 10-2.2502), and provided all of the following standards are met.*
- (1) The electronic message display shall be on a site having a live performance theater with a seating capacity of not less than 1,000 seats or on a site having a school;*
 - (2) The electronic message display for a live performance theater shall not be located adjacent to or directed towards any street other than a major arterial as identified in the master plan of streets in the Transportation and Circulation section of the General Plan;*
 - (3) Electronic message displays shall be limited to the display of information relating to interests or activities of the theater or school on the site on which the sign is located, and shall not function as a "billboard" as defined in Section 10-2.402 of this chapter;*
 - (4) The electronic message display shall be incorporated into a high-quality decorative structure compatible with the architectural design of the building(s) on the site;*
 - (5) The maximum height of the sign structure containing the electronic message display shall be 30 feet above the adjacent sidewalk grade along the street frontage;*
 - (6) The electronic message display component of the sign structure for a live performance theater shall not exceed 120 square feet in area per sign face. The electronic message display component of the sign structure for a school shall not exceed 60 square feet in area per sign face;*

- (7) No more than one electronic message display shall be permitted on a site. The electronic message display may be single-faced or double-faced;
- (8) The electronic message display shall be an electronic LED (Light Emitting Diode) screen;
- (9) The pixel pitch of the LED electronic message display shall be 25.4 millimeters or less except that at a school site the pixel pitch of the LED electronic message display shall be 34 millimeters or less if the sign area per face is 40 square feet in area or less;
- (10) The color of the text in the electronic message display shall have the appearance of white on a black background, except that the use of additional colors may be permitted subject to specific conditions approved pursuant to Planning Commission Design Review or Harbor Commission Design Review;
- (11) The message shall not flash on and off. A message shall remain fixed for a minimum of eight seconds. Fading in or out, or scrolling of text shall be permitted as transitions;
- (12) The electronic message display shall not be operated between the hours of 12:00 a.m. and 6:00 a.m. Notwithstanding the foregoing, any electronic message display located adjacent to or directed towards any street other than a major arterial as identified in the Master Plan of Streets in the Transportation and Circulation section of the General Plan shall not be operated during the hours from 8:00 p.m. to 6:00 a.m.;
- (13) The electronic message display shall be maintained in good operating condition and external appearance at all times;
- (14) The electronic message display shall not result in unacceptable light intensity and glare impacting surrounding property;
- (15) The Planning Commission or Harbor Commission may impose additional, or more restrictive, requirements as necessary to limit impacts on surrounding property.

§ 10-2.1815 Special District signs.

- (a) Purpose. The purpose of this section is to permit the location of off-site directional and/or identification signs for areas recognized by the City as unique districts or neighborhoods. Directional and identification signs for a special district may include the names and logos of businesses and/or a general identification of services and activities, but may not include advertising for specific products. Nothing in this section prohibits the location of such signs by the City within the public right-of-way.

(b) *Establishment of Special Districts. The following areas are established by the City as Special Districts for the purpose of permitting the location of off-site directional and/or identification signs:*

(1) *The Harbor/Pier area as depicted in Section 10-2.2512 of this title.*

(2) *Riviera Village as depicted in Section 10-2.1315 of this title.*

(c) *Criteria for Special District signs. In addition to the criteria in Section 10-2.1802 of this article, the following criteria shall apply to off-site directional and/or identification signs for a Special District.*

(1) *Signs shall be for the purpose of:*

a. *Identifying or providing direction to or within a Special District; and/or*

b. *Identifying or providing direction to businesses, services, or activities within a Special District.*

(2) *Signs shall be located within or in close proximity to the boundary of the Special District.*

(3) *Monument-type signs should be utilized except where an alternative sign is determined to provide a superior design solution.*

(4) *A maximum of one electronic message display sign is permitted, with Harbor Commission Design Review approval, within the Harbor/Pier area along the western side of North Harbor Drive between Portofino Way and North Pacific Avenue subject to the applicable standards in Section 10-2.1814. An additional four static electronic directory signs are permitted within the Harbor/Pier area, and shall have a digital screen no larger than 4'x6' in size, and are exempt from Harbor Commission Design Review but are still subject to Administrative Design Review.*

(d) *Planning Commission Design Review required. Off-site directional and/or identification signs for Special Districts shall be subject to Planning Commission Design Review (or Harbor Commission Design Review if the sign is located within the boundaries of the Harbor/Pier area depicted in Section 10-2.2512 of this title).*

(Ord. 2802 c.s., eff. July 3, 1997, as amended by § 9, Ord. 2884 c.s., eff. May 2, 2002)

§10-2.1818 Prohibited Signs

- (a) "A frame" signs except as permitted by the Community Development Director or assigned within the Artesia and Aviation Area Plan area;
- (b) Any other portable signs, except for permitted menu boards in connection with outdoor dining;
- (c) Animated signs, except barber poles and time-temperature signs, and electric message display signs permitted pursuant to Section 10-2.1814 and 10-2.1815;
- (d) Any sign which, by color, shape, location or other means endangers public safety by resembling or conflicting with any traffic control sign or device or which due to its dangerous construction, manner of display, or location is determined by the Community Development Director or the City Engineer to be hazardous;
- (e) Any sign displaying obscene, indecent, or immoral matter;
- (f) Audible signs, except in connection with drive-up windows;
- (g) Billboards;
- (h) Graffiti. No sign shall contain graphic representations designed to imitate, resemble, duplicate or give the appearance of any symbols, letter styles, plakas or other identifying features of any street gang, or tagging origin;
- (i) Home business signs;
- (j) Roof signs;
- (k) Signs erected without the permission of the owner, or his agent, of the property on which or over which such sign is located;
- (l) Temporary signs, including, but not limited to, balloon signs, banners, flags, and pennants, except as provided in Section 10-2.1820;
- (m) Vehicle signs. No person shall park any vehicle or trailer on public property, or on private property so as to be visible from a public right-of-way, which vehicle has attached thereto or located thereon any sign or advertising device for the purpose of providing advertisements of products located on the same or nearby property or directing people to a business or activity located on the same or nearby property. This subsection is not intended to apply to standard advertising or identification practices where such signs or advertising devices are painted on or permanently attached to a business or commercial vehicle.

Chapter 5 (Coastal Land Use Plan Implementing Ordinance)

§10-5.1814 Public zone requirements.

In all "P" public and institutional zones, any new sign or change to existing sign, other than a change of copy, that exceeds 30 square feet in area shall be subject to Planning Commission Design Review (Section 10-5.2502). Any new sign or change to existing sign, other than a change of copy, that is 30 square feet or less in area shall be subject to Administrative Design Review (Section 10-5.2500). Any electronic message display sign, regardless of sign area, shall be subject to Planning Commission Design Review or Harbor Commission Design Review, depending on sign location, as outlined in Section 10-5.2512.

(a) Electronic message displays. Electronic message displays may be permitted, subject to Planning Commission or Harbor Commission Design Review (Section 10-5.2502), and provided all of the following standards are met.

(1) The electronic message display shall be on a site having a live performance theater with a seating capacity of not less than 1,000 seats;

(2) The electronic message display shall not be located adjacent to or directed towards any street other than a major arterial as identified in the Master Plan of Streets in the Transportation and Circulation section of the General Plan;

(3) The electronic message display shall be incorporated into a high-quality decorative structure compatible with the architectural design of the building(s) on the site;

(4) The maximum height of the sign structure containing the electronic message display shall be 30 feet above the adjacent sidewalk grade along the street frontage;

(5) The electronic message display component of the sign structure shall not exceed 120 square feet in area per sign face;

(6) No more than one electronic message display shall be permitted on a site. The electronic message display may be single-faced or double-faced;

(7) The electronic message display shall be an electronic LED (Light Emitting Diode) screen;

(8) The pixel pitch of the LED electronic message display shall be 25.4 mm or less;

(9) The color of the text in the electronic message display shall have the appearance of white on a black background, except that the use of additional

colors may be permitted subject to specific conditions approved pursuant to Planning Commission Design Review or Harbor Commission Design Review;

(10) The message shall not flash on and off. A message shall remain fixed for a minimum of eight seconds. Fading in or out, or scrolling of text shall be permitted as transitions;

(11) The electronic message display shall not be operated between the hours of 12:00 a.m. and 6:00 a.m.;

(12) The electronic message display shall be maintained in good operating condition and external appearance at all times;

(13) The electronic message display shall not result in unacceptable light intensity and glare impacting surrounding property;

(14) The Planning Commission or Harbor Commission may impose additional, or more restrictive, requirements as necessary to limit impacts on surrounding property.

(§ 5, Ord. 2899 c.s., eff. March 20, 2003, as amended by § 1, Ord. 2905 c.s., eff. August 5, 2003, and § 2, Ord. 2983 c.s., eff. June 11, 2008)

§ 10-5.1815 Special District signs.

(a) *Purpose.* The purpose of this section is to permit the location of off-site directional and/or identification signs for areas recognized by the City as unique districts or neighborhoods. Directional and identification signs for a special district may include the names and logos of businesses and/or a general identification of services and activities, but may not include advertising for specific products. Nothing in this Section prohibits the location of such signs by the City within the public right-of-way.

(b) *Establishment of Special Districts.* The following areas are established by the City as Special Districts for the purpose of permitting the location of off-site directional and/or identification signs:

(1) The Harbor/Pier area as depicted in Section 10-5.2512 of this title.

(2) Riviera Village as depicted in Section 10-5.1315 of this title.

(c) *Criteria for Special District signs.* In addition to the criteria in Section 10-5.1802 of this article, the following criteria shall apply to off-site directional and/or identification signs for a Special District.

(1) Signs shall be for the purpose of:

- a. Identifying or providing direction to or within a Special District; and/or
- b. Identifying or providing direction to businesses, services, or activities within a Special District.

(2) Signs shall be located within or in close proximity to the boundary of the Special District.

(3) Monument-type signs should be utilized except where an alternative sign is determined to provide a superior design solution.

(4) A maximum of one electronic message display sign is permitted with Harbor Commission Design Review approval within the Harbor/Pier area along the western side of North Harbor Drive between Portofino Way and North Pacific Avenue subject to the applicable standards in Section 10-5.1814. An additional four static electronic directory signs are permitted within the Harbor/Pier area, and shall have a digital screen no larger than 4'x6' in size, and are exempt from Harbor Commission Design Review but are still subject to Administrative Design Review.

(d) Planning Commission Design Review required. Off-site directional and/or identification signs for Special Districts shall be subject to Planning Commission Design Review (or Harbor Commission Design Review if the sign is located within the boundaries of the Harbor/Pier area depicted in Section 10-5.2512 of this title). (§ 1, Ord. 2905 c.s., eff. August 5, 2003)

§10-5.1818 Prohibited Signs

- (a) Signs advertising off-site non-coastal related uses or services shall be prohibited in public beaches and parks;
- (b) Signs which restrict public access to State tidelands, public vertical or lateral access easement areas, or which purport to identify the boundary between State tidelands and private property shall not be permitted;
- (c) Signs which obstruct or degrade public views to scenic areas from public viewing areas and scenic roads are prohibited;
- (d) "A frame" signs;
- (e) Any other portable signs, except for permitted menu boards in connection with outdoor dining;
- (f) Animated signs, except barber poles and time-temperature signs, and electric message display signs permitted pursuant to Section 10-5.1814 or 10-5.1815.
- (g) Any sign which, by color, shape, location or other means endangers public safety by resembling or conflicting with any traffic control sign or device or

which due to its dangerous construction, manner of display, or location is determined by the Community Development Director or the City Engineer to be hazardous;

(h) Any sign displaying obscene, indecent, or immoral matter;

(i) Audible signs, except in connection with drive-up windows;

(j) Billboards;

(k) Graffiti. No sign shall contain graphic representations designed to imitate, resemble, duplicate or give the appearance of any symbols, letter styles, plakas or other identifying features of any street gang, or tagging origin;

(l) Home business signs;

(m) Roof signs;

(n) Signs erected without the permission of the owner, or his agent, of the property on which or over which such sign is located;

(o) Temporary signs, including, but not limited to, balloon signs, banners, flags, and pennants, except as provided in Section 10-5.1820;

(p) Vehicle signs. No person shall park any vehicle or trailer on public property, or on private property so as to be visible from a public right-of-way, which vehicle has attached thereto or located thereon any sign or advertising device for the purpose of providing advertisements of products located on the same or nearby property or directing people to a business or activity located on the same or nearby property. This subsection is not intended to apply to standard advertising or identification practices where such signs or advertising devices are painted on or permanently attached to a business or commercial vehicle.