

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT OFFICE
725 FRONT STREET, SUITE 300
SANTA CRUZ, CA 95060
PHONE: (831) 427-4863
FAX: (831) 427-4877
WEB: WWW.COASTAL.CA.GOV

Th12a



Prepared October 25, 2012 (for November 15, 2012 Hearing)

To: Commissioners and Interested Persons

From: Madeline Cavalieri, District Manager
Kevin Kahn, Coastal Planner

Subject: City of Pismo Beach LCP Amendment Number 1-11 (Signs)

Proposed Amendment

The City of Pismo Beach is proposing to amend its Local Coastal Program (LCP) to provide additional standards for the configuration, design, height, placement, and review of signs. The changes proposed affect LUP Policy D-30 (Historic Signs), IP Sections 17.006.0903 and 17.111, and address the requirements, standards, and approval processes for the placement of signage in residential, commercial, and public spaces. See Exhibits A and B for the proposed changes.

Minor LCP Amendment Determination

Pursuant to California Code of Regulations (CCR) Section 13555, the Executive Director may determine that a proposed LCP amendment is "minor." CCR Section 13554 defines minor LCP amendments. Among other things, minor LCP amendments include:

CCR Section 13554(a). Changes in wording which make the use as designated in the zoning ordinances, zoning district maps or other implementing actions more specific and which do not change the kind, location, intensity, or density of use and which are found by the Executive Director of the Commission or the Commission to be consistent with the land use plan as certified by the Commission.

If the Executive Director determines that an amendment is minor, that determination must be reported to the Commission. If one-third of the appointed members of the Commission request that it be processed as a major LCP amendment, then the amendment shall be set for a future public hearing; if one-third of the appointed members of the Commission do not object to the minor LCP amendment determination, then the amendment is deemed approved, and it becomes a certified part of the LCP immediately (in this case, on November 15, 2012).

The purpose of this notice is to advise interested parties of the Executive Director's determination that the proposed LCP amendment is minor.

The proposed amendment repeals and replaces the city's existing certified sign ordinance with modified regulations that control the design and structural characteristics of signs and sign structures. As stated in the ordinance, the objective of the changes is to "establish uniform sign regulations that are intended to create a more attractive and economically viable business atmosphere." The amendment would not adversely affect coastal zone resources, including because existing LCP provisions (for preserving public

views to the ocean, for example) will continue to apply and these provisions are adequate to address any potential issues with signage.

California Environmental Quality Act (CEQA)

The Coastal Commission's review and development process for LCPs and LCP amendments has been certified by the Secretary of Resources as being the functional equivalent of the environmental review required by CEQA. The City adopted a Negative Declaration for the amendment under CEQA. This report has discussed the relevant coastal resource issues with the proposal, and has concluded that the proposed LCP amendment is not expected to result in any significant adverse impact on the environment. Thus, it is unnecessary for the Commission to suggest modifications to the proposed amendment to address adverse environmental impacts because the proposed amendment, as submitted, will not result in any significant environmental effects for which feasible mitigation measures would be required.

Coastal Commission Concurrence

The Executive Director will report this minor LCP amendment determination, and any comments received on it, to the Coastal Commission at its November 15, 2012 meeting at the Santa Monica Civic Auditorium at 1855 Main Street, Santa Monica. If you have any questions or need additional information regarding the proposed amendment or the method under which it is being processed, please contact Kevin Kahn at the Central Coast District Office in Santa Cruz. If you wish to comment on and/or object to the proposed minor LCP amendment determination, please do so by November 9, 2012.

Procedural Note - LCP Amendment Action Deadline

This proposed LCP amendment was filed as complete on February 22, 2012. On April 12, 2012, the Commission voted to extend the action deadline by one year, to April 22, 2013. Thus, the Commission has until April 22, 2013 to take a final action on this LCP amendment.

Exhibits:

Exhibit A: Proposed LUP Amendment

Exhibit B: Proposed IP Amendment

RESOLUTION NO. R-2011-072

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PISMO BEACH APPROVING PROJECT 07-0181, AN AMENDMENT TO THE 1993 GENERAL PLAN/LOCAL COASTAL PLAN POLICY D-30.

WHEREAS, the Pismo Beach City Council has received the Pismo Beach Planning Commission's recommendation of a Negative Declaration related to project 07-0181; an amendment to 1993 General Plan policy D-30 and amendments to the 1983 Zoning Code/Local Coastal Land use program (Sections 17.111 addition and deletion of 17.006.0903) and the 1998 Zoning Code section 17.36 and 17.62 (the project) at duly a noticed public hearing on June 28, 2011.

SECTION 1. FINDINGS

The City Council makes the following findings:

1. The project includes an amendment to Local Coastal Land Use Plan policy D-30.
2. An environmental initial study was completed and a Negative Declaration approved for the project.
3. The amendment is consistent with the Coastal Act.

SECTION 2. ACTION

The City Council does hereby:

1. Certify that the amendment to the Local Coastal Plan as noted in 2 below is intended to be carried out in a manner fully in compliance with Division 20 of the Public Resources Code, otherwise known as the Coastal Act.

2. Adopt the amendment to Policy D-30 as follows:

New language

~~Striken language~~

D-30 Historic Signs

Signs that have a tie to Pismo Beach's historie- Classic California ambiance, or those that are designed to reflect this ambiance shall be allowed as exceptions to other standards in the sign code. ~~Examples of such~~ These signs include:

- a) Palmist
- b) El Pismo Inn
- c) Chele's
- d) Goose
- e) Brad's (fish)
- f) Clam Digger
- g) Pismo Seaport Village
- h) Shell Beach Inn
- i) Spyglass Center

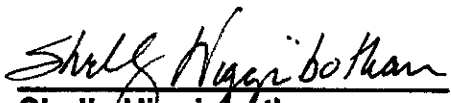
Should any of these signs be removed they should be made available to the City.

3. Direct staff to forward the amendment to the Local Coastal Plan (LCP) to the California Coastal Commission for certification. The LCP amendment shall take effect immediately upon Coastal Commission certification, consistent with Public Resources Code Sections 30512, 30513, and 30519.


UPON MOTION OF Councilmember Waage seconded by Councilmember Ehring the foregoing resolution was adopted by the City Council of the City of Pismo Beach this 6th day of September 2011, by the following vote:

AYES:	5	Councilmembers: Waage, Ehring, Reiss, Vardas, Higginbotham
NOES:	0	
ABSENT:	0	
ABSTAIN:	0	

Approved:


Shelly Higginbotham
Mayor

Attest:


Emily Colborn, MMC
City Clerk

ORDINANCE NO. 2011-003

AN ORDINANCE OF THE PISMO BEACH CITY COUNCIL ADOPTING AMENDMENT 07-0181; AMENDMENTS TO THE 1983 ZONING CODE/LOCAL COASTAL LAND USE PROGRAM (SECTIONS 17.111 ADDITIONS AND DELETION OF 17.006.0903)

WHEREAS, the City of Pismo Beach initiated ordinance amendments to the 1983 Zoning Code/Local Coastal Land Use program related to sign regulations (the "project"); and

WHEREAS, A duly-noticed Planning Commission public hearing on the project was held on February 8, 2011 a joint Council/Commission public meeting was held on June 7, 2011, and on June 28, 2011 Planning Commission public hearing was held; and

WHEREAS, the Planning Commission recommended and the City Council found that the environmental initial study prepared for the project was adequate with the adoption of Resolution 2011-071.

NOW, THEREFORE, BE IT ORDAINED by the Pismo Beach City Council as follows:

SECTION 1. FINDINGS

1. The City Council makes the following findings:
2. The project consists of amendments to the 1983 Zoning Ordinance and Local Coastal Program sign regulations.
3. An environmental initial study was completed and a Negative Declaration approved for the project and the City Council therefore finds that no further study is needed.
4. The amendments are consistent with the Coastal Act.

SECTION 2. ACTION

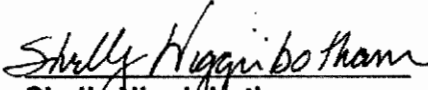
The City Council does hereby:

1. Certify that the amendments to the Local Coastal Program are intended to be carried out in a manner fully in compliance with Division 20 of the Public Resources Code, otherwise known as the Coastal Act.
2. Adopt the amendments attached as Exhibit A.
3. Direct staff to forward the amendments to the Local Coastal Program (LCP) to the California Coastal Commission for certification following approval of the second reading. The LCP amendments shall take effect immediately upon Coastal Commission certification, consistent with Public Resources Code Sections 30512, 30513, and 30519.


UPON MOTION OF: Councilmember Ehring seconded by Mayor Pro Tem Vardas the foregoing resolution was adopted by the City Council of the City of Pismo Beach this 6thth day of September, 2011, by the following vote:

AYES: 5 **Councilmembers:** Ehring, Vardas, Reiss, Waage, Higginbotham
NOES: 0
ABSENT: 0
ABSTAIN: 0

Approved:


Shelly Higginbotham
Mayor

Attest:


Emily Colborn, MMC
City Clerk

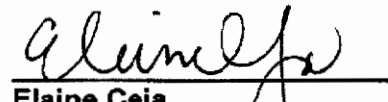
SECOND READING at a regular meeting of the City Council held this 20th day of September, 2011, on motion of Mayor Pro Tem Vardas, seconded by Councilmember Ehring, and on the following roll call vote, to wit:

AYES: 5 **Councilmembers:** Vardas, Ehring, Reiss, Waage, Higginbotham
NOES: 0
ABSENT: 0
ABSTAIN: 0

Approved:


Shelly Higginbotham
Mayor

Attest:


Elaine Ceja
Deputy City Clerk

APPROVED AS TO FORM:


David M. Fleishman, City Attorney



From the Office of the City Clerk

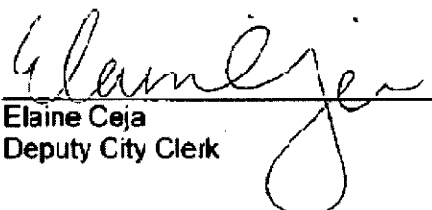
760 Mattie Road
Pismo Beach, CA 93449

(805) 773-4657
(805) 773-7006 Fax

STATE OF CALIFORNIA }
 } SS
COUNTY OF SAN LUIS OBISPO }

I, Elaine Ceja, the Deputy City Clerk of the City of Pismo Beach, California, do hereby certify that the attached is a true and correct copy of **Ordinance No. O-2011-003** and was duly posted in three public places within the City within 15 days of adoption thereof, pursuant to the requirements of Government Code Section 40806.

Dated this 27 day of September 2011.



Elaine Ceja
Deputy City Clerk

Strikethrough, deletion of existing 1983 Zoning Code language
1983 regulations - balance of underlined language with no strikethroughs is new
language tailored from the 1998 Zoning Code sign regulations.

Exhibit A - 1983 Zoning Code amendments

Chapter 17.111 Sign Regulations

17.111.010 Purpose In order to create a more attractive and economic business atmosphere for tourists and residents of Pismo Beach, it is the intent of this Chapter to establish standards to regulate and control the size, number, type, location and structural characteristics of all signs and sign structures. The City of Pismo Beach encourages:

1. A single sign theme for individual buildings or complexes utilizing materials such as wood, rock, brick, metal and approved plastic.
2. Utilization of symbols.
3. Signs which form community cooperation displays or kiosks that can be viewed at major intersections.
4. Signs in which colors, motifs and subject matters are compatible in character and quality of design with the exterior architecture of the premise.
5. Placement of signs and billboards such that they shall not be allowed to block coastal views, cause visual clutter that conflicts with the ordered design of coastal communities, or detract from the natural beauty of the coast.
6. A central design theme for City information and directional signs.
7. Protection of significant public views and the maintenance of visual quality of the City and to along the Coast.
8. Protection of historical signs.

17.111.020 Adopted The Uniform Sign Code, 1973 Edition as amended per subsequent edition, shall be incorporated within this Chapter. Where the Uniform Sign Code is inconsistent with this Chapter, this Chapter shall supersede.

17.111.025 Approvals All signs described in this section require a sign permit unless otherwise indicated herein. All sign applications conforming to the requirements of this ordinance may be permitted by the Public Services Department. All sign variations from the standards herein, and other signs so designated within this ordinance requiring Planning Commission review, shall be approved by the Planning Commission. All variations from the standards herein specifically certified by the Coastal Commission shall require approval of the Coastal Commission for such variation.

17.111.030 Types of Prohibited Signs The following kinds of signs are specifically prohibited except where the Planning Commission finds either that the prohibition would result in a greater negative impact than would allowing one of these types of signs (e.g., where prohibiting a roof sign would necessitate cutting down trees to make a wall sign visible), or that the sign represents a creative, artistic, and effective design solution consistent with other General Plan policies and guidelines.

1. Signs that are located on or project above the peak of the roof of a building or structure;
2. Fabric signs and banners;
3. Flags, other than those of any nation, state or political subdivision, and other than official flags used for warning or other public service;

4. Pennants, streamers, bunting and wind signs;
5. "A"-frame and portable signs of any nature;
6. Signs placed on any type of automobile when used for advertising purposes;
7. Statues used for advertising purposes;
8. Commercial signs that rotate, change, reflect, blink, flash or give the appearance of performing any of these actions;
9. Search lights may be permitted with a sign permit for a three day period per year for special events. The above exceptions 2, 4, 5 and 7 may be permitted by the Public Services Department with a sign permit for special events for a maximum time period per year not to exceed two weeks.

17.111.040 Ban And Amortization Of Off-Premise Commercial Signs

1. New off-premise commercial signs and billboards shall not be permitted. Off-premise signs are those that do not advertise:
 - a. A use being made of the premises;
 - b. The name of the owner or use;
 - c. A product, service, or entertainment available on the premise.
2. After the periods of time specified in the following amortization schedule existing off-premise signs shall be removed.

<u>Permit Value Of Sign</u>	<u>Period For Removal After 10/12/76</u>
\$10 or less	Immediately
\$10.01 to \$100	1 year
\$100.01 to \$500	2 years
\$500.01 to \$750	3 years
\$750.01 to \$1,000	4 years
\$1,000.01 to \$2,500	5 years
\$2,500.01 to \$5,000	6 years
Over \$5,000	8 years

17.111.050 Exempt Signs A sign permit is not required for the following signs:

1. Name plates, directional signs such as "office", "parking" or "open", memorial tablets and signs indicating the name and address of occupant which contain no advertising. Such signs may not exceed three (3) square feet.
2. Street names, signs warning against trespass or danger and signs erected by a governmental body including traffic regulating devices and railroad crossing signs.
3. Public Service, time and temperature signs which contain no advertising which do not exceed an aggregate of eight (8) square feet in total area and are attached to and do not extend above the building or structure.
4. Signs placed by a public utility servicing showing the location of underground facilities.
5. Temporary real estate signs not exceeding six (6) square feet, pertaining only to the open house, sale, lease or rental of the property upon which the sign is located.
6. Political signs, circus signs and similar such signs shall be subject to the following conditions:
 - a. The total sign area shall not exceed thirty-two (32) square feet.

- b. ~~The sign shall be non-illuminated.~~
- c. ~~Political signs shall not be installed prior to forty-five (45) days before the election and shall be removed within fourteen (14) days after the election.~~
- d. ~~Political signs shall not be located within one hundred (100) feet of any polling place.~~
- e. ~~Posting of signs shall not be permitted without the written consent of the property owner.~~
- f. ~~Adhesive type signs shall not be placed on any structure; glass surfaces excluded.~~

17.111.060 Signs Permitted in Residential Zones

- 1. ~~Dwelling groups of four or more units shall be permitted one identification sign. The sign may not exceed eight (8) square feet in area nor five (5) feet in height.~~
- 2. ~~A planned residential development may be permitted a sign exceeding this standard as a part of that development permit provided the total aggregate signing does not exceed 30 square feet of area and is placed no higher than 5 feet above grade.~~

17.111.070 Signs Permitted in Commercial Zones Sign criteria permitted signs authorized for approval by the City Planner shall meet the following criteria:

- 1. ~~For standard Commercial signs, size and heights shall be determined by Tables 101-A and 101-B.~~
- 2. ~~For all commercial enterprises, no more than three (3) signs shall be permitted per business, not more than one of which may be freestanding without specific approval of the Planning Commission. The maximum permitted area shall be per Tables 101-A and 101-B. (See Section 17.124 for permitting procedure in the Coastal Zone)~~
- 3. ~~Signs utilizing materials other than natural wood, rock, metal, brick, or approved plastic shall require approval of the Planning Commission.~~
- 4. ~~Cantilever sign placement: signs extending over sidewalks shall be no lower than eight (8) feet and shall require an encroachment permit where applicable, but in no case shall be closer than two (2) feet to the curb nor extend more than five (5) feet from the building.~~
- 5. ~~Grouping of related information signs (such as credit card signs, office complex signs, etc., is encouraged.~~

17.111.075 Signs for Freeway Off-Ramp Businesses Freeway Oriented Businesses (i.e., service stations, motels and restaurants) adjacent to Freeway intersections and within 200 feet of freeway offramps may be considered for special signage by the Planning Commission where freeway visibility is deemed necessary for the business. Said signs, if approved by the Planning Commission, shall be no higher than is necessary to be visible to passing motorists from a reasonable distance.

17.111.080 Frontage on Two or More Streets or Vacant Lots When a business fronts on two or more streets, the following shall apply:

- 1. ~~The sign area for the front of the building shall be calculated in accordance with Table 101-A.~~
- 2. ~~The sign area for each side facing a side street shall be one square foot per lineal foot of building on that side.~~

TABLE 111-A

ATTACHED AND WALL SIGNS FOR COMMERCIAL BUILDINGS

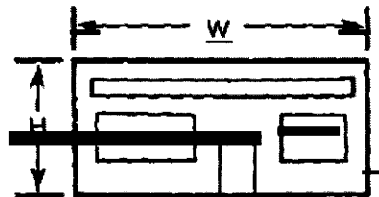
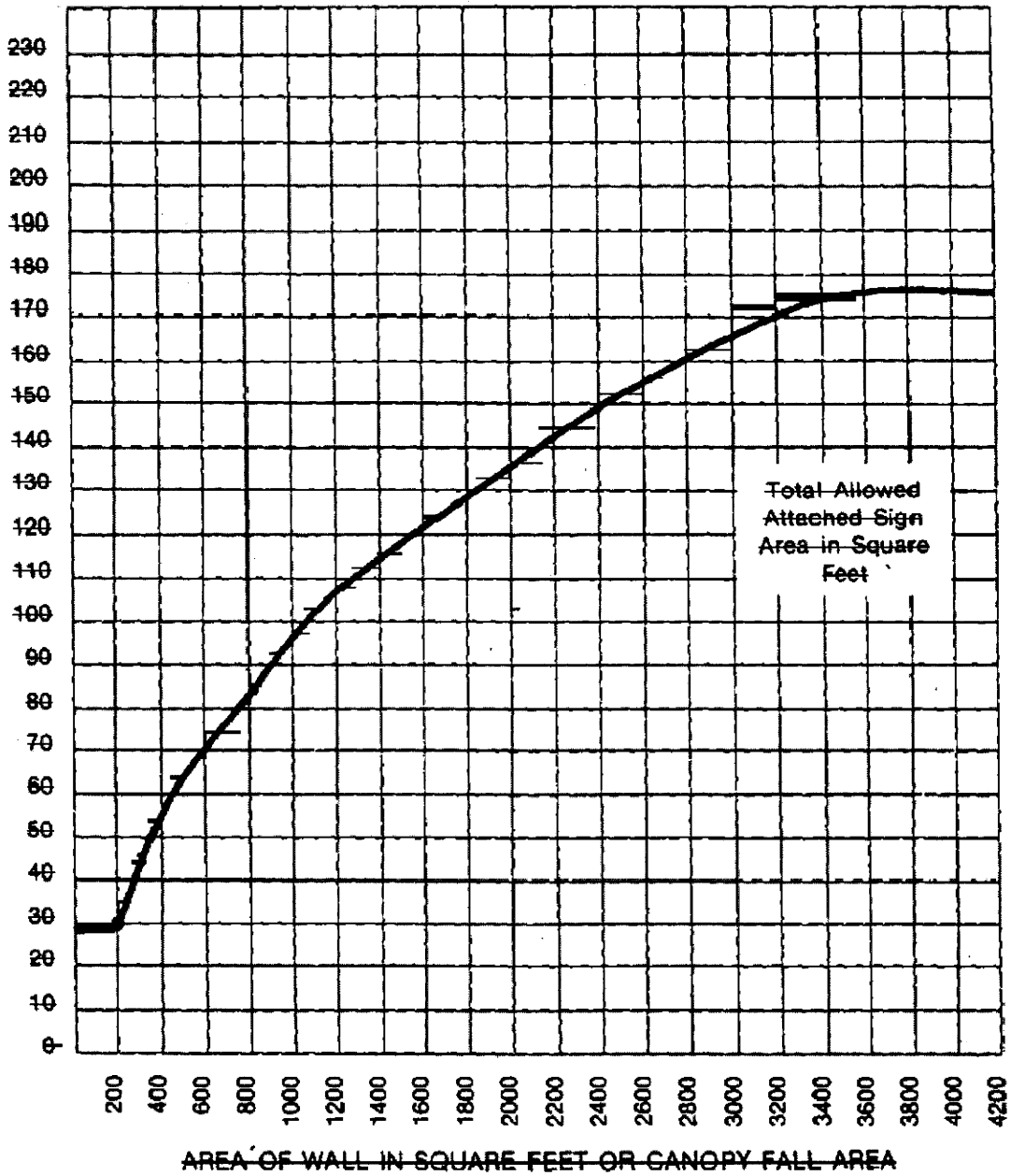
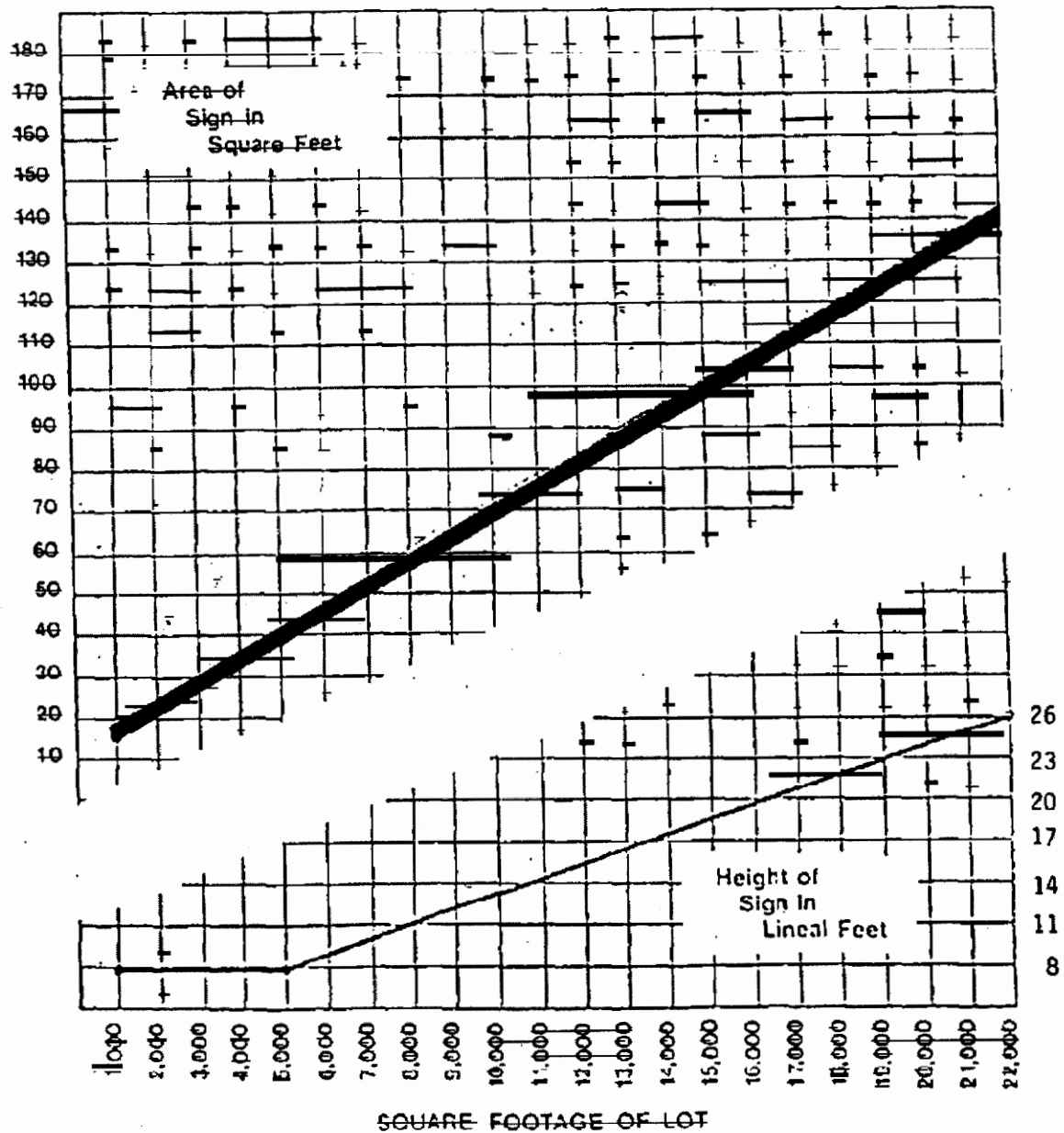


TABLE 111-B

TOTAL AREA OF ALLOWABLE SIGN SIZE
FREE STANDING COMMERCIAL



~~17.111.090 Signs Painted on Buildings~~ Signs painted on any building, wall or canopy will be computed into the total aggregate sign area (see Table 101-A).

~~17.111.100 Signs in Windows~~ This article permits signs for placement in windows of businesses, provided the subject matter of the signs relate specifically to: name of store, name of proprietor, address, phone number, hours of operation, open and closed standards and do not exceed ten (10) percent of total window area. Any window signs other than those categorized above, or in excess of ten (10) percent of total window area shall be considered as a sign as provided for in this article and shall be counted in area when calculating total allowable sign area, but shall not require a permit. This section is not intended to place any restrictions on window displays or regulate the use of windows for display of temporary advertising intended for less than 30 days, such as sales signs, prices and other literature commonly used by retail establishments, up to a maximum of ten (10) square feet in area.

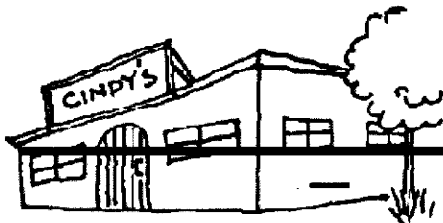
~~17.111.110 Lighted Signs~~ No part of any sign shall exceed a brightness of two hundred (200) foot lamberts measured from the face of the sign at the brightest point, color and cosine corrected.

~~17.111.120 Temporary Real Estate and Construction Signs~~ Real estate sales signs and construction announcement signs for larger residential and commercial sites will require a temporary sign permit issued by the City Planner. Such signs shall not exceed forty (40) square feet in area, and no more than two (2) such signs are permitted on a site.

~~17.111.130 Quality and Maintenance~~ Signs shall be kept in good condition. No evidence of deterioration shall be visible such as chipped or peeling paint, rust or structural disrepair. No more than 20 percent of the lighted portion of any sign shall be non-functional (i.e., burnt out bulbs, etc.). The City Planner may require any improperly maintained sign to be repaired or removed upon failure of the owner(s) to remedy the condition. Repairs shall be made within thirty (30) days of the receipt of a written notice.

~~17.111.140 Administration of Sign Regulations~~

- ~~1. All signs except those defined in Subsection 17.111.050 shall require a sign permit and payment of any fees required. In the event a sign is installed before a permit is obtained, any applicable fee shall be doubled and shall be paid at the time the permit is issued.~~
- ~~2. This ordinance establishes the main allowable sign coverage for which a permit may be issued by the City Planner. Special situations which may warrant more extensive sign coverage or other deviations from these regulations may be considered by the Planning Commission at a public hearing, and shall be considered on the basis of hardship pursuant to the approval process described in Section 17.111.025.~~
- ~~3. Sign Permit. All signs shall be subject to the provisions of this article and to conditions and limitations contained in the approval of the permit.~~
- ~~4. Sign Application. An application for sign permit shall include the following information:~~



Signs located on or projecting over the roof line



Flags, other than those of any nation, state or political division.



Fabric signs and banners.



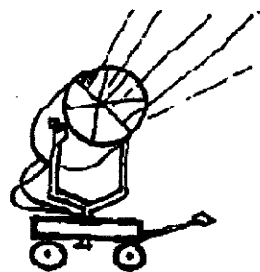
Pennants, streamers, bunting and such.



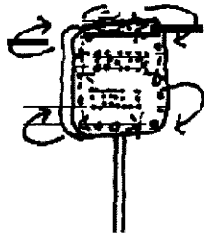
"A" Frame and portable signs of any nature. Signs placed on an automobile.



Statues used for advertising



Search lights, unless a temporary permit is obtained



TYPES OF SIGNS STRICTLY PROHIBITED BY THE CITY OF PISMO BEACH

1. Type of sign;
 2. Support mechanism;
 3. Location on site;
 4. Plot Plan, elevation drawings;
 5. Lighting use, illumination and wattage;
 6. Components to be lit;
 7. Type and direction of lighting;
 8. Size, height and width;
 9. Color and size of letters and/or numerals;
 10. Color of background and frame;
 11. Type of material used;
 12. Name, address and phone number of applicant;
 13. Other information required by the City Planner.
5. Permit Expiration. Sign approval permits expire one year after the date of the approval unless the sign is erected within that time.
6. Every sign shall have the name of maker, date of erection, and permit number on it or on the premises.

17.111.150 Non-Conforming Signs A non-conforming sign may be repaired provided it is not damaged in excess of 50 percent of its value. A damaged sign beyond 50% of its value may not be reconstructed or moved without being made to comply with the provisions of this Chapter.

17.111.160 Removal of Non-Conforming Signs When a business is discontinued or abandoned for a period of one year, all nonconforming signs and support structures shall be deemed to be in violation of this ordinance and a public nuisance and may be ordered to be removed. Thereafter no business will be permitted or licensed to be operated on said property until said signs conform to this Ordinance. In addition, no modifications shall be permitted to any nonconforming signs except for maintenance and repair wherein no changes in the sign or support structures occur.

17.111.170 Murals on Exterior Walls of Commercial Establishments Murals shall be permitted on exterior walls of commercial establishments subject to review and approval by the Planning Commission; however, murals shall not be permitted on the same wall in connection with commercial signs. Trademarks and logo-types are considered to be signs and not murals.

17.111.180 Application for Murals The application for a sign permit for a mural on an exterior wall shall include an elevation drawing of the side of the building showing:

1. All dimensions;
2. Size and location of the mural;
3. The size, style and location of all signs on the side of the building to be used for the mural;
4. A graphic description of the mural to include colors and a description of the materials to be used and preparation of the ground.

17.111.190 Review of Murals by the Planning Commission The Planning Commission shall review the application and all required documents at a regularly scheduled public hearing and may approve, approve with conditions or disapprove the mural. In any approval, the Planning Commission shall stipulate maintenance requirements and conditions for removal of the mural.

Chapter 17.111 - Signs

Sections:

- 17.111.010 - Purpose of Chapter
- 17.111.015 – Sign definitions
- 17.111.020 - Applicability
- 17.111.030 – Design Objectives
- 17.111.040 - Sign Permits Required
- 17.111.050 - Exempt Signs
- 17.111.060 - Prohibited Signs
- 17.111.070 - Measurement of Sign Area and Height
- 17.111.080 - Allowed Number and Area of Signs
- 17.111.090 - Sign Standards
- 17.111.100 - Sign Design Guidelines
- 17.111.110 - Nonconforming Signs
- 17.111.120 - Abatement of Illegal Signs

17.111.010 - Purpose of Chapter

This Chapter establishes uniform sign regulations that are intended to create a more attractive and economically viable business atmosphere for Pismo Beach residents and tourists. The standards of this Chapter regulate and control the size, number, location, and structural characteristics of all signs and sign structures.

17.111.015 – Sign Definitions

~~17.006.0903. Sign.~~

~~Any advertising display or structure (See Chapter 17.111.1)~~

17.111.015.001 Sign. Any visual device or representation (written or pictorial) used to convey information, or to identify, announce, or otherwise direct attention to a premise, product, service, person, organization, business, or event, and placed on, suspended from, or in any way attached to, any structure, vehicle, or landscape feature. Types of signs include:

17.111.015.002. Abandoned sign. A sign that identifies a business, lessor, owner, product, service, or activity which has been discontinued on the premises for a period of six months or more.

17.111.015.003.. Address sign. The numeric reference of a structure or use to a street, included as part of a wall or monument sign.

17.111.015.004. Animated or moving sign. Any sign which uses movement, lighting or special materials to depict action or create a special effect or scene.

17.111.015.005. Awning, canopy, or marquee sign. A nonelectric sign that is printed on, painted on, or attached to an awning, canopy, or marquee.

17.111.015.006. Banner sign. A frameless sign of fabric, vinyl, or similar material, designed and used for temporary display.

17.111.015.007. Bench sign. Copy painted on any portion of a bus stop bench.

17.111.015.008. Billboard or off-site sign. A sign structure advertising an establishment, merchandise, service, or entertainment, which is not sold, produced, manufactured, or furnished at the property on which the sign is located.

17.111.015.009. Building face. The exterior walls of a building visible in a single building elevation, not including sloped roof surfaces.

17.111.015.010. Building-mounted, or wall sign. A sign painted on or fastened to a building wall, and which does not project more than 12 inches from the wall.

17.111.015.011. Civic event sign. A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organization, or similar noncommercial organization.

17.111.015.012. Construction sign. A temporary sign erected on the parcel on which construction is taking place, limited to the duration of the construction, indicating the names of the architects, engineers, landscape architects, contractors, or similar artisans, and the owner, financial supporters, sponsors, and similar individuals or firms having a major role or interest with respect to the structure or project.

17.111.015.013. Decorative graphics. Any graphic symbol, logo, monogram, words treated as a graphic image or other symbolic device that identifies the specific business, products, or services offered on the premises, or which relates to the contents of the building-mounted sign.

17.111.015.014. Directory sign. A sign for listing the tenants or occupants and their suite numbers of a structure or center

17.111.015.015. Double-faced sign. A single structure monument sign located perpendicular to the street.

17.111.015.016. Exterior-illuminated sign. Any part of a sign which is illuminated from an exterior artificial light source mounted on the sign, another structure, or the ground.

17.111.015.017. Flag. The official flag of a government, religious group or other organization.

17.111.015.018. Flashing sign. A sign that contains an intermittent or sequential flashing light source.

17.111.015.019. Freestanding sign. A sign with its own support structure, not attached to any other structure.

17.111.015.020. Historic sign. A sign that is individually culturally significant or associated with a culturally significant business, building, area, product or event.

17.111.015.021. Holiday decoration sign. Temporary signs, in the nature of decorations, clearly incidental to and customarily associated with holidays.

17.111.015.022. Identification sign. A sign identifying an institution, occupant, apartment, residence, school, or church in a residential zone; or a sign identifying the name of a business in a commercial zone and not advertising any product or service.

17.111.015.023. Illegal sign. A sign that was not established or is not being maintained in compliance with the applicable provisions of the Pismo Beach Zoning Code or this Chapter that applied to the sign at the time it was installed.

17.111.015.024. Illuminated sign. A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign.

17.111.015.025. Institutional sign. A sign identifying the premises of a church, school, hospital, rest home, or similar institutional facility.

17.111.015.026. Interior-illuminated sign. Any part of a sign which has text, graphics, or any portion of the sign face or its outline illuminated by a light source within the interior of the sign.

17.111.015.027. Logo sign. An established trademark identifying the use of a structure.

17.111.015.028. Marquee. A sign placed on the face of a permanent roofed structure projecting over the building entrance which is an integral part of the building (usually a hotel or theater) and is not a fascia extension of the roof or eave.

17.111.015.029. Monument sign. A sign structure detached from a building, with a solid base located on the ground, as opposed to being supported by poles or open braces, and six feet or less in height.

17.111.015.030. Mural. A painting including images or pictorial representations, applied directly to the exterior of a commercial building. If these paintings include advertising copy, trademarks, or business logos, they are instead considered to be signs.

17.111.015.031. Non-appurtenant sign. Any sign which does not relate to, or which relates only incidentally to, the occupant of the site or the principal business conducted within the structure.

17.111.015.032. Open/closed sign. An "open" or "closed" window sign.

17.111.015.033. Open house sign. A temporary sign posted to indicate a salesperson is available to represent the property subject to sale, lease, or rent.

17.111.015.034. Pedestrian sign. An identification and/or directional sign designed and located primarily to inform pedestrians. These signs are usually mounted or suspended from the underside of an eave or canopy, perpendicular to an adjacent store front.

17.111.015.035. Pole or pylon sign. A sign with its message area elevated above the ground by a single pole, or multiple supports, with a total height of more than six feet.

17.111.015.036. Political sign. A sign intended to draw attention to, or communicate a position on any issue, candidate, or measure, that is associated with any national, state, or local elections, or that is the subject of general public discussion or debate.

17.111.015.037. Price sign. A sign limited to the name or identification of items or products for sale on the premises, and the price of the items or products.

17.111.015.038. Projecting or cantilevered sign. A sign which extends outward from a building face or wall so that the sign face is perpendicular or at an angle to the building face or wall.

17.111.015.039. Promotional sign. A temporary sign which serves to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

17.111.015.040. Reader board sign. A sign that is designed so that message elements or sign copy may be readily changed through the use of individual letters or characters, separate panels, or electrical messages.

17.111.015.041. Roof sign. A sign located on or attached to and extending above the roof covering of a building.

17.111.015.042. Temporary sign. A sign intended or required to be displayed for a limited period of time.

17.111.015.043. Wall sign. See "Sign - Building-mounted or wall sign."

17.111.015.044. Window sign. A sign displayed within or attached to the interior of a window, door, or similar opening for the primary purpose of visibility from the exterior of the building.

17.111.015.045. Sign Area. The area in square feet of the smallest simple geometric shape within which a single sign face can be enclosed. The area of a sign with more than one face shall be the greatest area of sign faces visible from any one point. See Chapter 17.30 (Signs).

17.111.015.046. Sign Copy. The information content of a sign, including text, illustrations, logos and trademarks.

17.111.015.047. Sign Face. The visible portions of a sign including all characters and symbols, but not supporting structures.

17.111.015.048. Sign Height. The vertical distance from average adjacent ground level to the top of the sign including the support structure and any design elements.

17.111.020 - Applicability

Signs (including advertising copy changes to an existing sign) shall be erected or maintained in any zoning district only in compliance with this Chapter. The allowed number and area of signs established by this Chapter are intended to be maximum standards, which do not necessarily ensure architectural compatibility. Therefore, the review and approval of Sign Permit in compliance with Section 17.111.050 shall consider a sign's relationship to the overall appearance of the site and the surrounding community, in addition to the standards of this Chapter.

17.111.030 - Design Objectives

The City of Pismo Beach encourages:

- A. A single sign theme for individual buildings or complexes utilizing materials including wood, rock, brick, metal, and approved plastic;
- B. Utilization of symbols;
- C. Signs in which colors, motifs and subject matters are compatible in character and quality of design with the exterior architecture of the structures on the site;
- D. Placement of signs such that they shall not be allowed to block coastal views, cause visual clutter that conflicts with the ordered design of coastal communities, or detract from the natural beauty of the coast;
- E. A central design theme for City information and directional signs;

F. The protection of significant public views and the maintenance of visual quality of the City to and along the coast; and

G. The protection of historical signs.

17.111.040 - Sign Permits Required

A. Application and Processing. Signs shall only be constructed, displayed or altered with sign permit (or when located in the coastal zone, a coastal development permit specific to signs consistent with Chapter 17.124) approval by the director or commission, as applicable.

1. Application filing. Sign Permit applications shall be filed on the forms provided by the Department and shall include all information described in the City's *Sign Permit Application Instructions*, and the required filing fee.

2. Referral to Building Official. Sign Permit applications shall be reviewed by the Building Official for a determination as to whether a separate building, electrical or plumbing permit is required for the sign.

3. Review authority. A Sign Permit shall be approved or disapproved in compliance with Subsection C. below. The Director shall review, and approve or disapprove all Sign Permits, except permits for the following types of signs, which shall instead be decided by the Commission.

a. Alternate materials. Any sign utilizing materials other than natural wood, rock or stone, metal, brick, glass tube, or approved plastic.

b. Animated or moving signs. Signs which contain any component which moves, rotates, flashes, is otherwise animated, or gives the appearance of any of these.

c. Exceptions. Requests for exceptions to the standards of Sections 17.111.090 (Allowed Number and Area of Signs), or 17.111.100 (Sign Standards).

d. More than three signs. Proposed signs on a site with more than three signs.

e. Roof signs. Signs that are located on or project above the peak of the roof of a structure.

f. Special purpose signs. The following signs, provided that the Commission finds that the sign will not be detrimental to adjoining properties or the safety and appearance of the immediate neighborhood, and that the sign is consistent with the general purposes and standards of this Chapter:

- (1) **Flags.** Flags, other than those of any nation, state or local government, and other than official flags used for warning or other public service;
- (2) **Murals.** Murals on an exterior building wall;
- (3) **Statues.** Permanent statues when used as part of an advertising display;
- (4) **Vehicle signs.** Signs placed on or attached to any vehicle when used for advertising or directional purposes, except for customary business identification information painted or attached magnetically on vehicles which are used in the conduct of the business; and
- (5) **Wind-affected devices.** Pennants, streamers, bunting, wind-activated signs, and tethered airborne inflatable signs proposed for time periods longer than those allowed by Section 17.111.090.D.1.

g. Other non-complying signs. Any other visual device which the Director determines does not comply with the standards, purposes, or objectives of this Chapter.

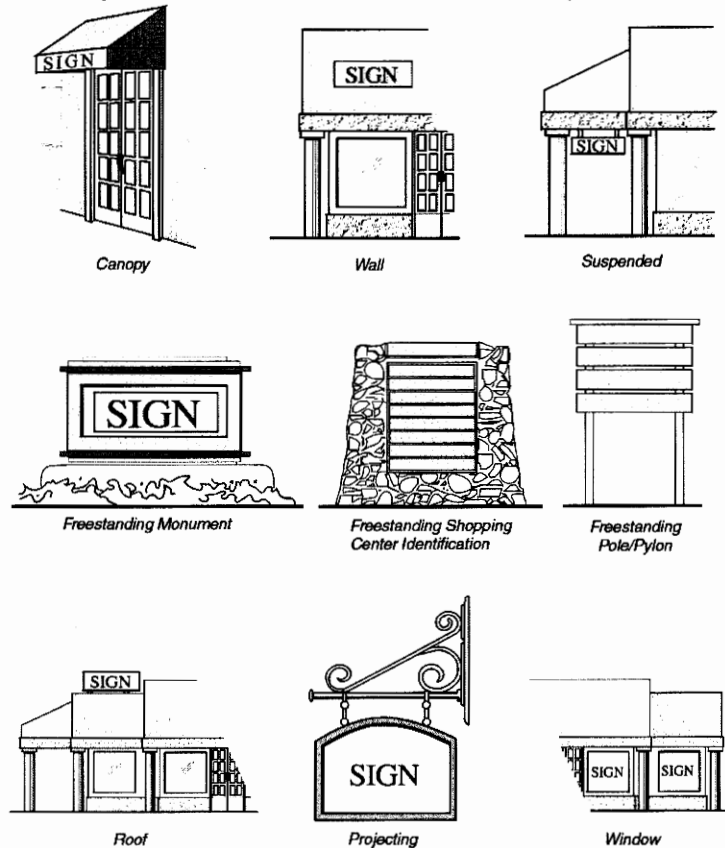
4. Commission hearing. The Commission shall conduct a public hearing in compliance with Chapter 17.121.210 (Notice of Public hearing procedures) prior to approving or disapproving a Sign Permit requiring a Commission decision.

B. Findings for approval. The review authority may approve a Sign Permit application in whole or in part, with or without conditions, only if the following findings are made:

1. The proposed sign is permitted within the zoning district and complies with all applicable provisions of this Chapter, and any other applicable standards;
2. The sign primarily identifies the business name and does not list multiple products or services;
3. The sign is in proper proportion to the structure or site on which it is located and as an identification device, does not excessively compete for the public's attention;
4. The sign materials, color, texture, size, shape, height, and placement are harmonious with the design of the structure, property and neighborhood of which it is a part; and
5. The sign's illumination is at the lowest reasonable level as determined by the Director, which ensures adequate identification and readability, and is directed solely at the sign or is internal to it; and
6. The sign is not detrimental to the public interest, health, safety, or welfare.

C. Conditions of approval. In granting the approval of any Sign Permit, the Commission may impose any conditions or modifications it determines are necessary or appropriate to secure compliance with the provisions of this Chapter.

D. Changes to an approved Sign Permit. Changes to an approved Sign Permit may be approved in compliance with Section 17.121.060 (Modifications to Permits).



**FIGURE III - 1
SIGN TYPES**

17.111.050 - Exempt Signs

The following signs shall not require a Sign Permit nor shall the area of the signs be included in the maximum sign area permitted for any site or use:

A. Directional and information signs. Signs containing site or operations information without advertising, and not exceeding three square feet in area or three feet in height, including: name plates; directional signs including "entrance," "exit," "office," "open" or "closed;" signs with the name and address of the occupant; or directional arrows designed to be viewed by on-site pedestrians or motorists.

B. Flags. Official flags of any nation, state, or local government, An American, California, or City flag. The height of the flag pole shall comply with the requirements of the applicable zoning districts.

C. Memorial signs/plaques. Memorial signs, historic markers, and commemorative plaques, and other decorative architectural features constructed as an integral part of a building.

~~**D. Modifications to approved signs** Modifications to an existing, approved sign, provided that the modification is limited to changes of advertising copy, or the message of a painted, plastic face, or printed sign only. This exemption shall apply to electric signs only if the sign is specifically designed for the use of changeable copy.~~

DE. Political signs. Political signs pertaining to an election for public office, or to a ballot measure to be placed before the voters in a federal, state, or local election, in place prior to or on the day of the election and in compliance with the following requirements:

1. Total sign area shall not exceed three square feet per sign in all zoning districts and on any signs attached to or displayed from a vehicle or trailer on private property;

2. Signs shall not be illuminated;

~~3. The signs shall not be installed more than 45 days before the election and shall be removed within seven days after the election;~~

3.4. The signs shall not be located within 100 feet of any polling place on election day;

4.5. Adhesive signs shall not be placed on structures in any location other than on a glass surface; and

5.6. The signs shall not be placed without the written consent of the property owner.

E.F. Public/governmental signs. Any information or safety signs installed by a governmental agency or public utility, including street signs, traffic regulating signs and devices, railroad crossing signs, signs indicating the location of underground utilities, and similar signs.

F.G. Real estate signs. Non-illuminated temporary real estate signs are allowed in compliance with California Civil Code Section 713, with a maximum area of six square feet, pertaining only to the site on which the sign is located. Four additional temporary, off-site signs are also allowed for an open house only.

G.H. Temporary signs. The following temporary signs are exempt from permit requirements; all other temporary signs shall require a Sign Permit and shall be subject to all standards applicable to permanent signs.

1. **Balloon displays.** Helium balloon displays, limited to no more than one day, where the balloons are tethered no higher than eight feet above the ground and at least eight feet from the curb of any adjacent street.

2. **Hazard signs.** Temporary signs warning of construction, excavation, or similar hazards as long as the hazard exists.

3. **Holiday displays.** Temporary holiday displays and signs for decoration rather than advertising and customarily associated with national, local, or religious holidays. These signs shall be removed within 14 days after the holiday.

4. **Special event signs.** One temporary special event sign per business, provided that the sign does not exceed 12 square feet in area, and is displayed only during the period of a City-sanctioned special event.

5. **Window signs.** Signs attached temporarily to the interior of a building window or door for a maximum of 30 days, provided that the signs comply with the provisions of Section 17.111.090 (Allowed Number and Area of Signs). Window signs may be in place for more than 30 days with Sign Permit approval.

H.I. Time and temperature signs. Time and temperature signs which contain no advertising, do not exceed 30 square feet in total area, and are no higher than the nearest structure.

17.111.060 - Prohibited Signs

The following signs are inconsistent with the purposes and standards of this Chapter, and are therefore prohibited:

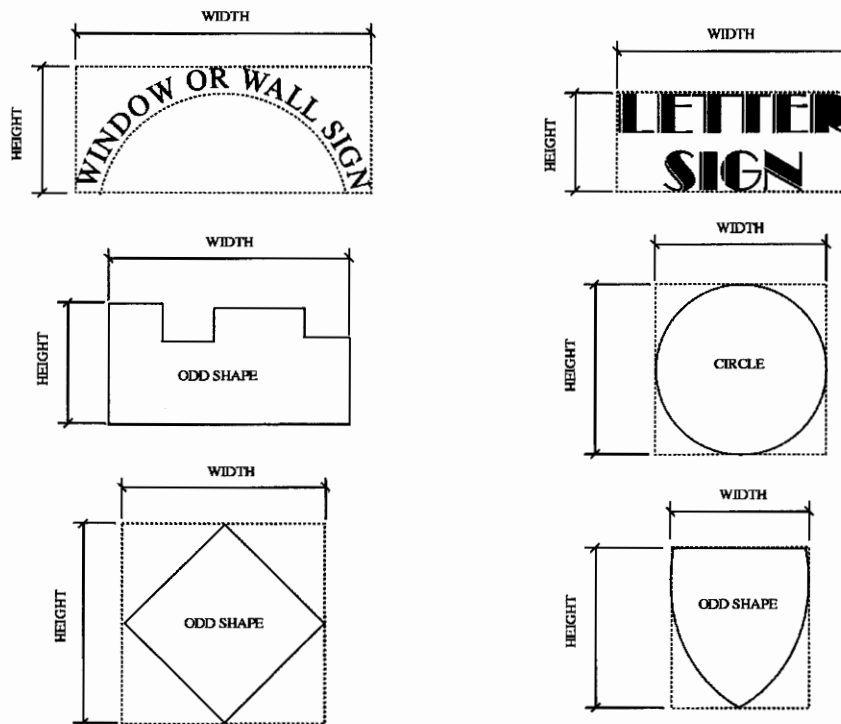
- A. Abandoned signs;
- B. Bench signs;
- C. Billboards and other off-site signs;
- D. Signs on public property, ~~or in or over~~ a public right-of-way; except for traffic and street identification signs. , and projecting signs ~~with an encroachment permit;~~
that are less than 8' above the right of way (sidewalk), that are less than two feet from the street curb, and that exceed 24 square feet in area.
- E. Any sign attached or placed adjacent to any utility pole, or any traffic sign, signal, or control device.
- F. Signs painted on fences or roofs;
- G. Signs that simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in a manner to interfere with, mislead or confuse pedestrian or vehicular traffic; and
- H. Pole/pylon signs, except in compliance with Section 17.111.090.C.1.d.

17.111.070 - Measurement of Sign Area and Height

For the purposes of determining compliance with this Chapter, the area and height of signs shall be measured as provided by this Section.

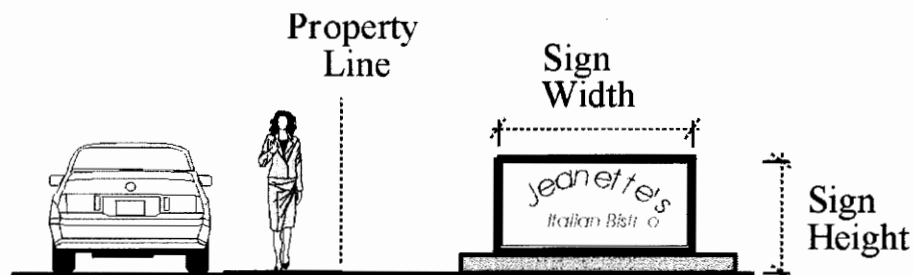
A. Sign area. Sign area shall be measured as the area in square feet of the smallest simple geometric shape within which a single sign face can be enclosed. The total area of the sign shall include all sign faces. See Figures 111-2 and 111-3.

B. Sign height. Sign height shall be measured as the vertical distance from grade adjacent to the sign footing, to the top of the sign, including the support structure and any design elements. See Figure 111-2.

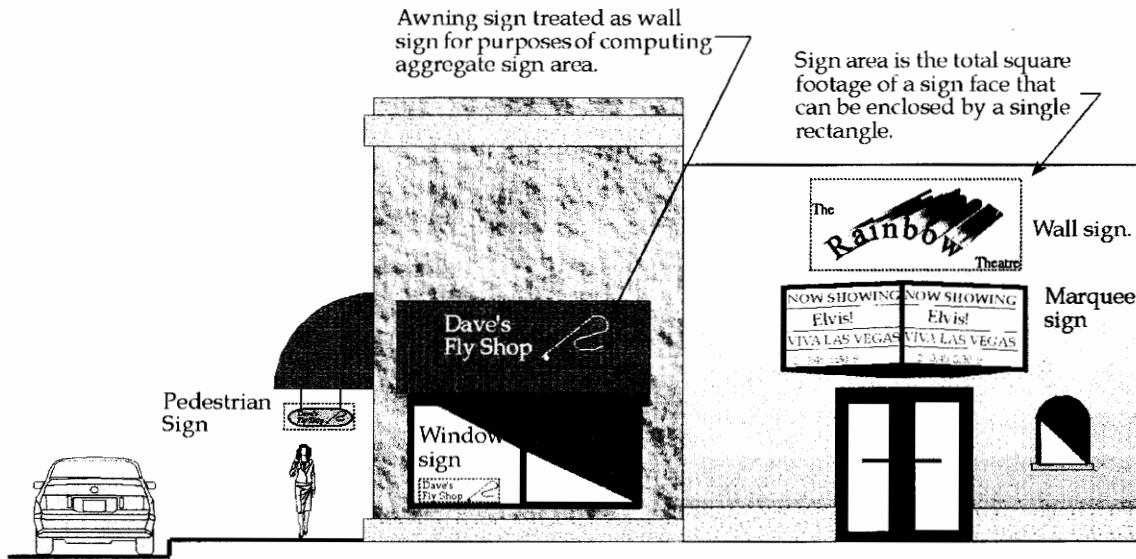


SIGN AREA = WIDTH X HEIGHT

FIGURE 111-2
MEASUREMENT OF SIGN AREA



**FIGURE 111-3
MEASUREMENT OF SIGN HEIGHT**



**FIGURE 111-4
SIGN TYPES, SIGN AREA**

17.111.080 - Allowed Number and Area of Signs

The signs described in this Section may be allowed only on the same site as the use being advertised or identified. Exceptions to these standards may be granted through the approval of a Sign Permit by the Planning Commission in compliance with Section 17.111.050.A.2 (Sign Permits Required).

A. Signs within all zoning districts. The following signs may be allowed with Sign Permit approval in all zoning districts.

- 1. Civic event sign.** A temporary civic event sign may be authorized by the Director for announcing a civic event within the City of a general public nature for not more than 30 days before and not more than five days after the period during which the event takes place.
- 2. Construction sign:** One temporary non-illuminated sign, advertising the various construction trades participating in the project. On a site less than one acre, the sign shall not exceed 32 square feet in sign area or six feet in height. On a parcel of land of one acre or more, the sign shall not exceed 50 square feet in sign area or six feet in height. The sign shall be allowed to remain until the last unit is sold, rented, or leased.
- 3. Temporary subdivision signs.** A temporary subdivision sign declaring a group of parcels, dwellings or occupancies within a subdivision for sale, rent or lease shall be permitted subject to the following conditions:
 - a. One on-site sign shall be permitted for each street frontage;

b. The sign area shall not exceed 50 square feet, or exceed six feet above the level of the street;

c. The sign shall be unlighted;

d. In the case of a corner lot, the sign shall not obstruct the vision of motorists by being located within the traffic safety visibility area of the parcel, which shall consist of a triangular area formed by measuring 35 feet from the intersection of the street property lines, and connecting the lines across the parcel; and

e. The sign may remain on the property until the last unit is sold, rented or leased for the first time after construction.

B. Residential district signs. The following signs may be allowed with Sign Permit approval within a residential zoning district, provided that any of the following shall not be illuminated when located within a residential district:

1. **Small residential projects.** Residential projects containing four or more dwelling units may be permitted one identification sign with a maximum area of eight square feet and a maximum height of five feet;

2. **Planned residential developments.** A planned residential development of 25 or more units may be permitted one sign larger than that allowed by Subsection B.1.a above, provided that the aggregate sign area does not exceed 30 square feet, and the sign does not exceed five feet in height;

3. **Multi-family projects and mobile home parks.** Multi-family dwelling projects and mobile home parks may be permitted one identification sign for each major street entrance to the project, with a maximum area of 12 square feet and a maximum height of four feet.

C. Commercial district signs. The following signs may be allowed with Sign Permit approval within the commercial zoning districts.

1. **General requirements.**

a. **Size and height.** The maximum area and height of signs allowed within the commercial districts, including any signs painted on exterior building walls, shall comply with Figures 111-5.

b. **Number of signs.** No more than three signs shall be allowed for each business. No more than one of the signs may be freestanding without Commission approval of the Sign Permit.

c. **Sign placement - Freestanding signs.** Freestanding signs may be placed within required setbacks.

d. Pole/pylon signs. Pole or pylon signs may be allowed only on parcels which abut the Highway 101 right-of-way or frontage road in compliance with General Plan policy D-29. See Subsection C.3.

e. Signs on buildings with multiple frontages. When a business fronts on two or more streets and/or a vacant lot, the total allowed sign area shall comply with Figure 111-5, and that total sign area shall be assigned to each building wall proposed to have signs at a ratio of one square foot of sign area for each lineal foot of building wall on that frontage.

2. Awnings and canopies. Awnings and canopies with advertising are allowed as follows, and shall be included in the total sign area allowed for attached signs by Figure 111-5.

a. Measurement of sign area. The area of an awning or canopy sign shall be the area in square feet of the smallest rectangle, or a series of rectangles when the copy is of irregular geometry, that encloses the copy on the awning.

b. Height limit. The height of awnings and canopies shall not exceed the height of the wall on which they are mounted, or the lowest point of the roof structure.

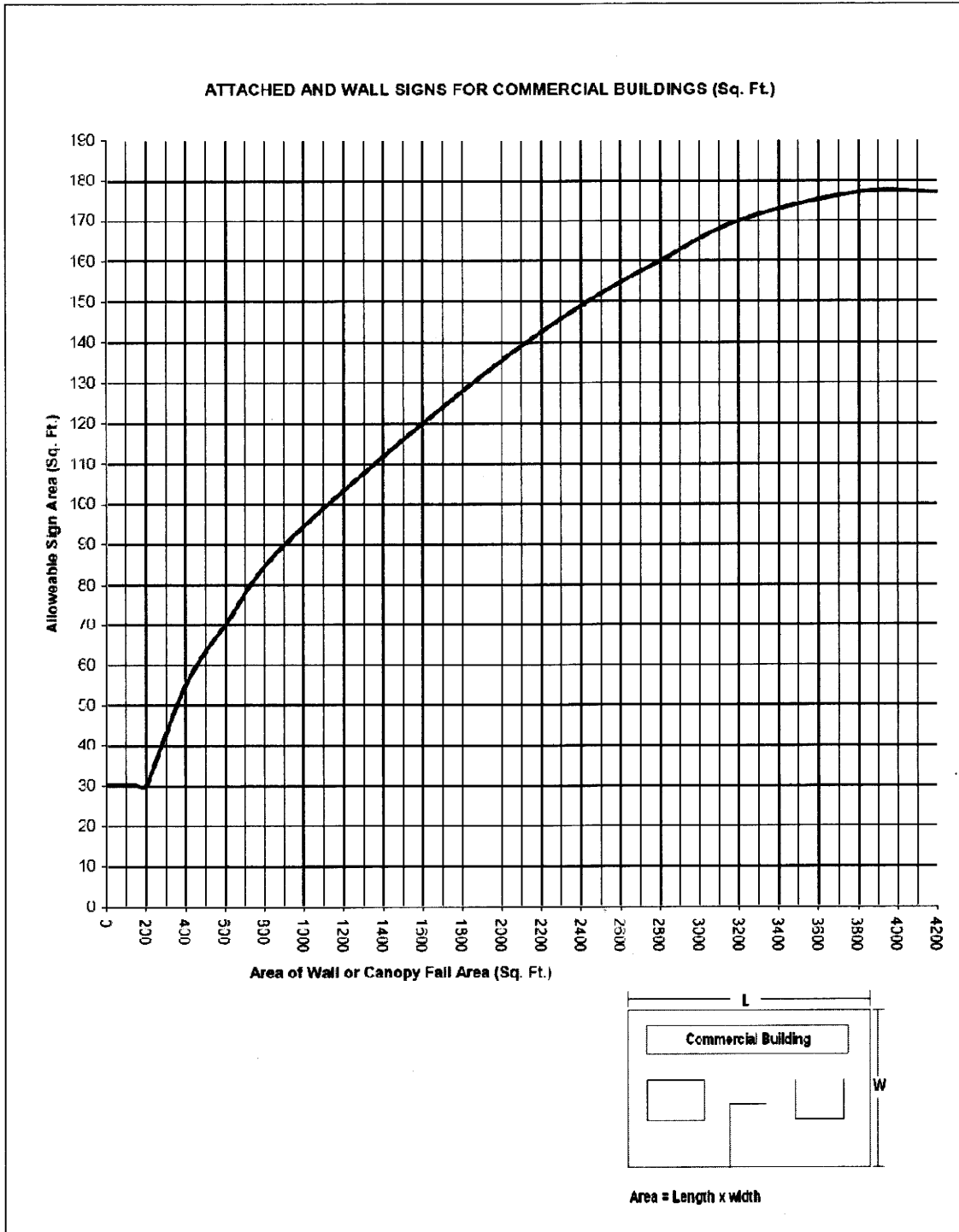
c. Clearance from sidewalk. Awnings and canopies shall be designed and installed to maintain a minimum height clearance of eight feet between the sidewalk and the lowest point of the awning or canopy.

d. Maximum projection from building. Awnings and canopies shall not extend more than five feet from the building nor closer than two feet to the curb of the adjacent street.

e. Design. All awnings and canopies on a single building shall have similar shapes, design styles, and color.

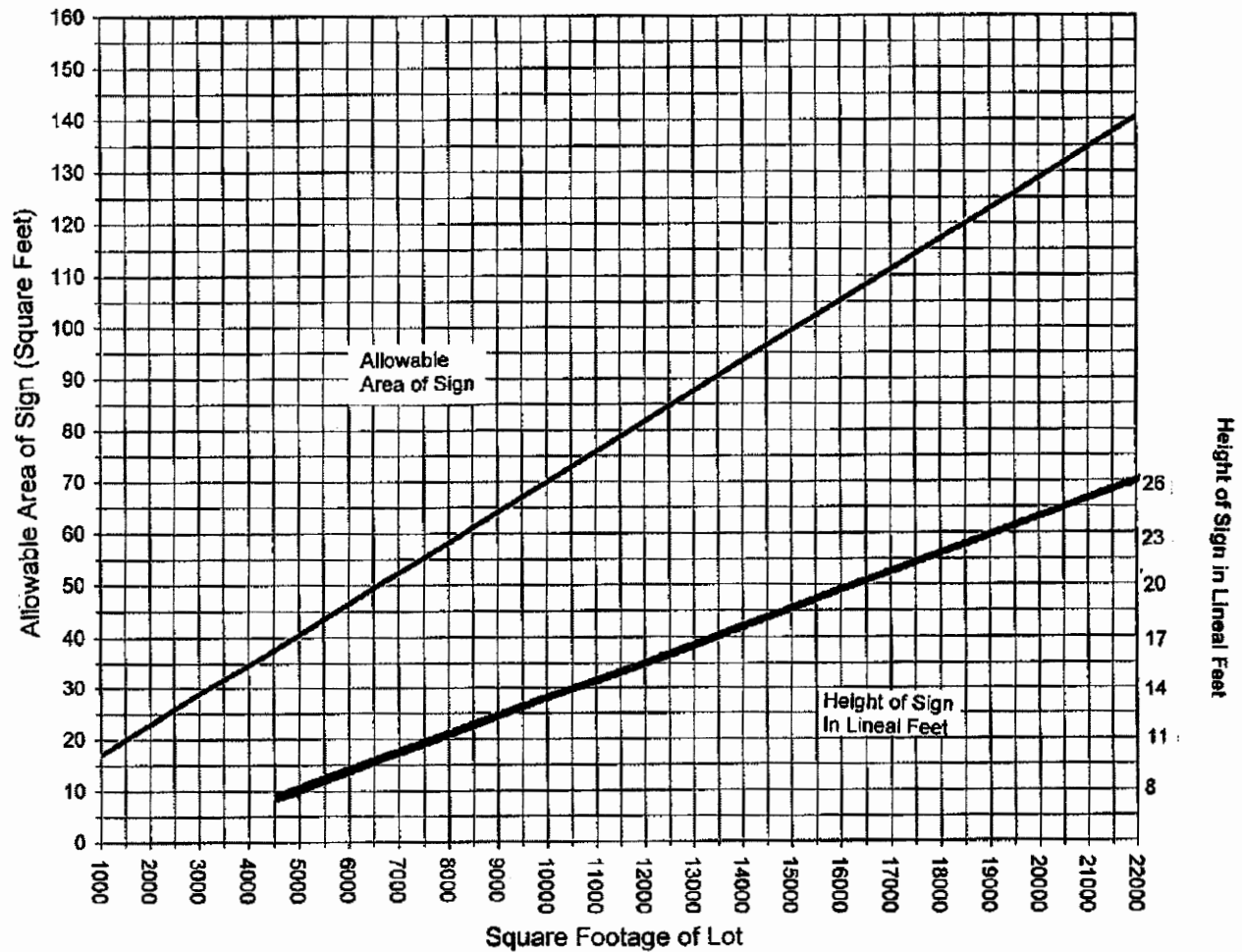
f. Encroachment Permit. Awnings and canopies projecting over a public right-of-way shall require the approval of an Encroachment Permit by the Public Works Department.

Figure 111-5
MAXIMUM SIGN AREA FOR ATTACHED AND
WALL SIGNS ON COMMERCIAL STRUCTURES



**FIGURE 111-6
MAXIMUM SIGN AREA FOR FREESTANDING MONUMENT SIGNS FOR
COMMERCIAL USES**

Allowable Sign Dimensions



3. Freeway-oriented and Planning Area H business signs.

Freeway oriented businesses (for example, service stations, motels, restaurants, and similar uses) adjacent to freeway intersections and within 200 feet of a freeway on- or off-ramp and the Planning Area H area may be granted additional sign area and height by the Commission, where the Commission determines that freeway visibility to the business is essential for the viability of the business. If approved by the Commission, signs with additional area and/or height shall be no higher than necessary to be visible to passing motorists from a reasonable distance.

A visual impact analysis of any proposed pole sign within 200 feet of a freeway on or off ramp shall be required to determine the appropriate minimum height for freeway visibility no more than one mile from the closest off ramp to the affected business. A visual impact analysis of any proposed pole sign in Planning area H shall be required to determine the appropriate maximum height for freeway visibility above the Highway 101 southbound elevation closest to the subject application site.

4. Marquee signs. Marquee signs shall not exceed 24 square feet on each face.

5. Murals. Exterior wall murals are allowed without being included in the maximum area of attached signs established by Figure 111-5, provided that the mural is a painting which includes images or pictorial elements, but does not include trademarks, logos, or advertising copy, except logos which are determined by the Commission to have historical significance. A mural shall not be permitted on the same wall in connection with commercial signs.

6. Projecting or cantilevered signs. Projecting or cantilevered signs extending over sidewalks shall have a minimum clearance above the sidewalk of eight feet, and shall not extend outward over the sidewalk more than five feet from the building, nor closer than two feet from the street curb. These signs shall not extend above the height of the building wall or above the roof line, and shall not exceed 24 square feet in area. Projecting signs require Encroachment Permit approval by the Public Works Director.

7. Window signs. Signs mounted in, painted on, or otherwise affixed to windows so that they will be visible from the exterior of the structure are allowed as follows. Window signs which conform with the provisions of this Subsection are allowed without a Sign Permit.

a. Maximum area. Window signs shall not exceed 60 percent of the area of any window. Temporary window signs shall not be included in the total area of attached signs allowed by Figure 111-5.

b. Location. Temporary window signs shall not be located above the ground floor.

c. Content. The subject matter of window signs shall be related specifically to: the name of the business and/or proprietor; address, phone number, and hours of operation; temporary advertising and sales announcements; special community event announcements; and prices.

D. Temporary signs. Temporary signs are allowed as follows, in addition to the total area of signs permitted by Subsection C.1.a above.

1. Pennants and inflatables. Temporary pennants and inflatable decorations may be authorized with Sign Permit approval for a maximum of eight weeks following the issuance of a business license for a new business.

2. Banners. Banners shall comply with the following standards:

a. Maximum area. Banner signs shall not exceed a maximum area of 60 square feet;

b. Number of banners. No more than one banner shall be permitted per business;

c. Materials. Permissible materials for banners shall be limited to fabric or vinyl; and

d. Anchoring. Banners shall be designed and installed in a secure manner so as to not be blown free from their moorings by wind.

e. Permitted time. A maximum of eight (8) weeks per year banner use unrelated to a business opening is permitted. A sign permit is required for each period of use within the eight-week limitation.

3. Opening business signs.

a. A temporary banner or other sign announcing the opening of a new business may be permitted by the Director without a Sign Permit for a maximum of one month before and one month after the opening of the business.

b. A temporary fabric or vinyl sign face that covers an existing sign may be permitted by the Director without a Sign Permit for a maximum of eight weeks.

c. In order to qualify for the exemptions from Sign Permit requirements provided by this Subsection, the owner or operator of the business shall notify the Director in writing at the time of, or prior to, the issuance of the Business License of the dates during which the temporary signs will be in place.

17.111.090 - Sign Standards

All signs shall comply with the following standards. Exceptions to these standards may be granted through the approval of a Sign Permit by the Planning Commission in compliance with Section 17.111.050.A.2 (Sign Permits Required).

A. Hazard avoidance. No sign shall be installed so as to:

1. Obstruct any fire escape, required exit, window, or door;
2. Interfere with any opening required for ventilation; or
3. Obstruct the visibility necessary for ingress or egress onto a public right-of-way.

B. Required clearances. Signs shall maintain required clearances from electrical lines, communications lines and equipment, and surface and underground facilities for water, sewerage, and gas.

C. Supports for projecting signs. Visible angle iron, chain supports, or other frames supporting projecting signs are prohibited, except structures integral to the aesthetic design of the sign.

D. Illumination. No part of any sign shall exceed a brightness of 400 foot lamberts measured from the face of the sign at the brightest point, color and cosine corrected. Open, unshielded light bulbs and light sources, except for neon tubing, are prohibited. Lighting shall be installed to avoid glare or reflection onto adjacent property or onto a street so as to create a traffic hazard. Light sources shall be steady, stationary, shielded, and directed so as to avoid undue glare for pedestrians, motorists, and neighboring property.

E. Quality and maintenance. Signs shall be maintained in good condition, free from chipped or peeling paint, rust, structural disrepair, or any other visible indication of deterioration. At least 80 percent of the lighted portion of any sign shall be functional at all times. The Director may require any improperly maintained sign to be repaired or removed upon the failure of the owner to remedy the condition. Repairs shall be made within 30 days of the receipt of a written notice from the Director.

17.111.100 - Sign Design Guidelines

A. Purpose. The Sign Design Guidelines in this Section are intended to provide direction to property owners and project designers in understanding the General Plan's goals for maintaining high quality development that is sensitive to the City's unique character.

B. Applicability. The guidelines in this Section complement the mandatory sign standards in the other Sections of this Chapter, and will be used during the Site Plan and Architectural Review process as criteria to review projects requiring design approval.

1. The provisions of this Chapter apply to all sign development projects within the City that require the approval of a Sign Permit in compliance with Section 17.111.050 unless otherwise exempted.

2. These design guidelines may be interpreted with some flexibility in their application to specific sign projects as not all design criteria may be workable or appropriate for each project. In some circumstances, a guideline may be relaxed in order to accomplish another, more important guideline. The overall objective is to ensure that the intent and spirit of the design guidelines are followed. The ultimate goal of the design review process is to attain the best possible design within reason.

C. General guidelines. The following general design guidelines should be considered prior to developing signs for any project.

1. Sign placement.

a. A sign should enhance a building's architecture and not dominate the elevation on which it is placed. Signs should be consistent with the proportions and scale of the elements within the building's facade. A particular sign may fit well on a larger, plain wall area, but might overpower the finer scale and proportion of a small shop. Likewise, a sign that is appropriate near an entry may look tiny and out of place above the ground level.

b. Study the facade of the structure to determine if there are any architectural features or details that suggest a location, size, or shape for the sign(s). These could be bands or frames of brickwork, cornice lines, indentations or projections in the face material, gaps between columns, or other permanent features. If these details exist, use them to locate the sign(s).

c. Do not locate signs so that they cover architectural features (e.g., windows, decorative columns, cornice bands, etc.) that may be important to the structure's overall design.

d. Look at the facade of the building in relation to where adjacent businesses have placed their signs. There may be an established pattern of sign locations. Consistent placement of signs establishes visual continuity among the storefronts, and at the same time provides uniform sight lines for viewers.

e. The use of neon for downtown and Shell Beach commercial signs shall be encouraged. Internally illuminated, "can-type" signs shall be discouraged. When can-type signs are used the lettering should be illuminated instead of the background to the lettering.

2. Color.

a. Color is one of the most important aspects of visual communication. It can be used to catch the eye or to communicate ideas or feelings. Too many colors used simultaneously can confuse and negate the message of a sign. The number of colors should be limited to two or three on any one sign. Small accents of several colors can make a sign unique and attractive, but the competition of large areas of different colors decreases readability.

- b. Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.
- c. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided. Bright day-glo (fluorescent) colors or brilliant luminescent colors should be avoided as they are distracting and do not usually blend well with colors on structures or other background colors.
- d. Sign colors should complement the colors used on the structures and the project as a whole.

3. Materials.

- a. Sign materials should be compatible with the design theme and use of materials on the building where the sign is to be placed. The use of a chrome and glass contemporary sign on a rustic or historic building would be as inappropriate as a rustic carved wood sign on a modern building design of steel and glass.
- b. The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
- c. Except for individually mounted channel letters, internally-illuminated plastic-faced cabinet signs are strongly discouraged.
- d. Neon tubes are a popular sign material and can contribute to the nighttime ambiance of an area. However, care must be taken when using neon, because of its brightness and attention-attracting properties. Not more than one wall-mounted or window neon sign should be used on the same facade of a building.

4. Sign legibility.

- a. Signs should use a brief message whenever possible. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive.
- b. Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message. See Figure 111-6.
- c. Avoid spacing letters and words too close together. Crowding of letters, words, or lines will make any sign more difficult to read. As a general rule, letters (sign copy) should not occupy more than 75 percent of sign panel area. See Figure 111-7.

Figure 111-6

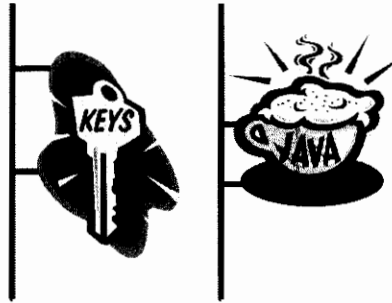


Figure 111-7



*Letters take up too much
of the sign area*



*Letters occupy approx. 75%
of the sign area (max.)*

- d. Limit the number of lettering styles used on a sign in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and up to three for larger signs.
- e. Avoid hard-to-read, overly intricate typefaces and symbols. Typefaces and symbols that are difficult to read reduce the sign's ability to communicate.
- f. Avoid faddish or bizarre typefaces if they are difficult to read. The image conveyed by the sign may quickly become that of a dated and unfashionable business.

5. Sign illumination.

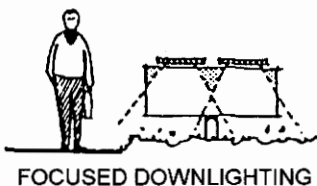
- a. If the sign can be illuminated by an indirect source of light, the sign will be more compatible and integrated with the building's architecture. Light fixtures supported in front of the structure cast light on the sign and generally a portion of the face of the structure as well. Indirect lighting emphasizes the continuity of the building's surface and signs become an integral part of the facade.

b. Internally illuminated cabinet signs may have some advantage over signs with indirect/external illumination in that the fixtures are protected from weather and vandals, and the sign cabinet has a cleaner profile, uncluttered by the struts of most indirect lighting systems. Conversely, there is the disadvantage that when lighted, the cabinet sign alone becomes bright, separating it from the building's surface. The sign then becomes an element that is obviously attached to the facade of the structure rather than a part of it. As a result, this type of sign can disrupt the continuity of the facade and is, therefore, discouraged.

Figure 111-8



GLARE FROM UPLIGHTING



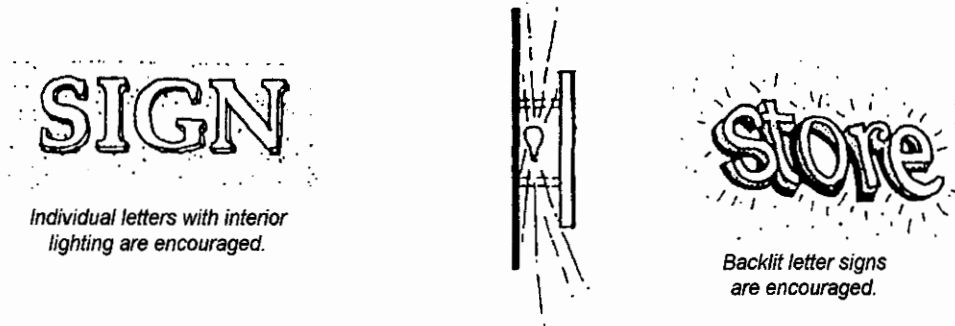
FOCUSED DOWNLIGHTING

c. Whenever indirect lighting fixtures are used (fluorescent or incandescent), the light source shall be shaded, shielded, subdued, or directed so that the intensity of the light does not impact surrounding properties. Signs should be lighted only to the minimum level required for nighttime readability. See Figure 111-8 .

d. Individually illuminated letters, either internally illuminated or back-lighted solid letters, are a preferred alternative to internally illuminated cabinet signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the building's facade as a backdrop, thereby providing a better integration of the sign with the structure. See Figure 111-9.

e. The use of neon for downtown and Shell Beach commercial signs shall be encouraged. Internally illuminated, "can-type" signs shall be discouraged. When can-type signs are used the lettering should be illuminated instead of the background to the lettering.

Figure 111-9



17.111.110 - Nonconforming Signs

This Section recognizes that the eventual elimination of existing signs that are not in conformity with the provisions of this Chapter is as important as the prohibition of new signs that would violate these regulations.

A. Continuation of nonconforming sign. A legally established sign that does not conform to the provisions of this Chapter may continue to be used, and be maintained and repaired, provided that:

1. The aggregate cost of repairs does not exceed 50 percent of its value, as determined by the Building Official; The methodology to determine 50% of the sign value requires a procedure where two separate sign companies are contracted, with funds supplied by applicant, to prepare two sets of estimates one for repair the other for replacement of subject sign. The average of one set of estimates will determine the cost to repair or reconstruct the sign. The average of the other set of estimates will determine what it would cost to altogether replace the damaged sign (including installation costs). The cost to repair/reconstruct will be divided by the replacement cost. If this ratio is equal to or greater than 0.5, the non-conforming sign will be said to have been substantially damaged and must be brought into compliance with the code.

The following equation illustrates this formula:

(Repair or reconstruction cost of sign*)	=	Extent of
(Replacement cost of sign, including installation*)		Damage
*as determined by the average of 2 estimates from 2 sign companies		

EXTENT OF DAMAGE		
IF (Cost to Repair or Reconstruct divided by the Cost to Replace)	≥ 0.5,	sign is significantly damaged and must be brought into compliance

Example: Two separate sign companies provide estimates to both repair and replace a damaged sign. Company A says that the sign can be repaired for \$400 and replaced for \$650. Company B says that the sign can be repaired for \$450 and replaced for \$500. Therefore, the average cost to repair the sign is \$425 and the average cost to replace the sign is \$575. To determine the extent of damage we divide the cost to repair the sign by the replacement cost and get a ratio of 0.74. The sign would be determined to be substantially damaged and required to be brought into compliance; and

2. No structural modifications to the sign or support structure shall be permitted.

B. Sign copy changes. The sign copy and sign faces of a nonconforming sign may be changed when there is no change in the use of the site or when only a portion of a multiple-tenant sign is being changed.

C. Correction of nonconformities required. Nonconforming signs shall be removed or brought into conformity with the provisions of this Chapter within 60 days after written notice from the Director when:

1. The sign is damaged or otherwise needs reconstruction, repair equal to, or greater than 50 percent of its replacement value;

2. Changes are approved to the structure, use, occupancy, or tenant; or

3. The business is discontinued or abandoned for a period of three years. These abandoned signs shall be deemed in violation of this Zoning Code and a public nuisance. Thereafter, no business shall be permitted or licensed on the site until the signs conform to the requirements of this Chapter.

D. Nonconformities under prior ordinance. When a business is discontinued or abandoned for a period of one year, all nonconforming signs and support structures shall be deemed to be in violation of this Title and a public nuisance and may be ordered to be removed. Thereafter no business will be permitted or licensed to be operated on said property until said signs conform to this Title. In addition, no modifications shall be permitted to any nonconforming signs except for maintenance and repair wherein no changes in the sign or support structures occur.

17.111.120 - Abatement of Illegal Signs

Whenever a sign is found to be in violation of any provision of this Zoning Code or an approved Sign Permit, the Director may order that the sign be altered, repaired, reconstructed, or removed, as the Director may determine is appropriate to abate the condition.

A. Time limit. Any work required by the Director shall be completed within 30 days of the order, or other longer period authorized by the Director in writing.

B. Revocation of Sign Permit. Failure, neglect, or refusal to comply with an abatement order shall be sufficient basis for the Director to revoke any Sign Permit granted in compliance with this Chapter.

C. Removal of sign. The Building Official is hereby empowered and authorized to remove or cause to be removed, at the owner's expense, any sign erected or maintained in violation of the provisions of this Chapter.

D. Penalty for violations. Continuing violations of this Chapter are hereby declared to be infractions, and may be subject to the issuance of a citation.