

CALIFORNIA COASTAL COMMISSION
NORTH COAST DISTRICT OFFICE
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F9a

LCP-1-HUM-24-0034-1 Part A
(HUMBOLDT COUNTY SIGN ORDINANCE)
July 11, 2025

EXHIBITS

1. MAP OF LUP PLANNING AREAS	2
2. RESOLUTION OF TRANSMITTAL AND ORDINANCE 2736.....	9

Humboldt County LUP Planning Areas



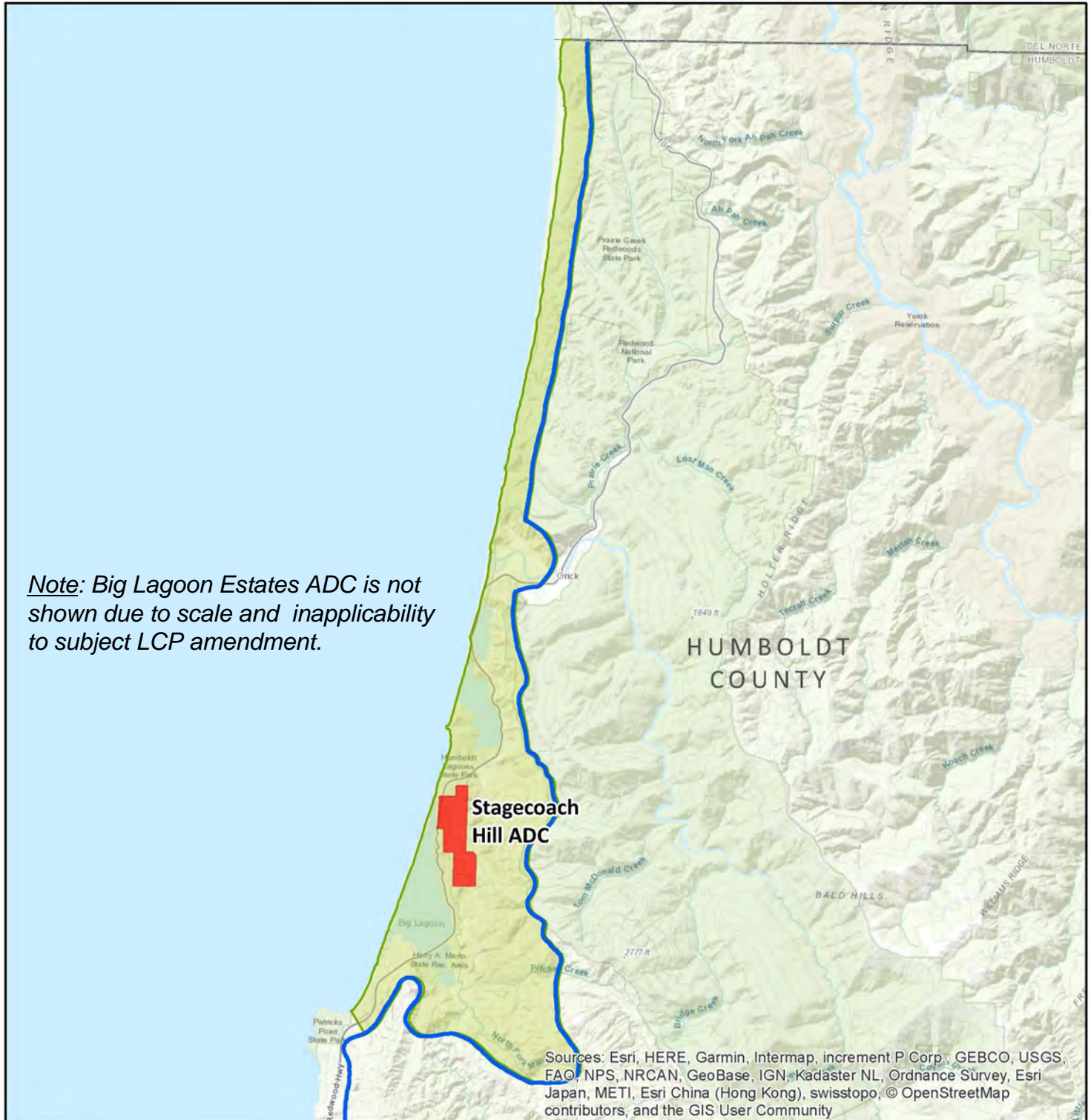
EXHIBIT NO. 1

LCP-1-HUM-24-0034-1-Part A
(County of Humboldt Signs)
Land Use Plan (LUP) Maps

— Coastal Zone Boundary

- | | |
|----------------------------------|---------------------------------|
| North Coast Area Plan LUP Area | Humboldt Bay Area Plan LUP Area |
| Trinidad Area Plan LUP Area | Eel River Area Plan LUP Area |
| McKinleyville Area Plan LUP Area | South Coast Area Plan LUP Area |

Humboldt County LUP Planning Areas



— Coastal Zone Boundary

■ North Coast Area Plan LUP Area

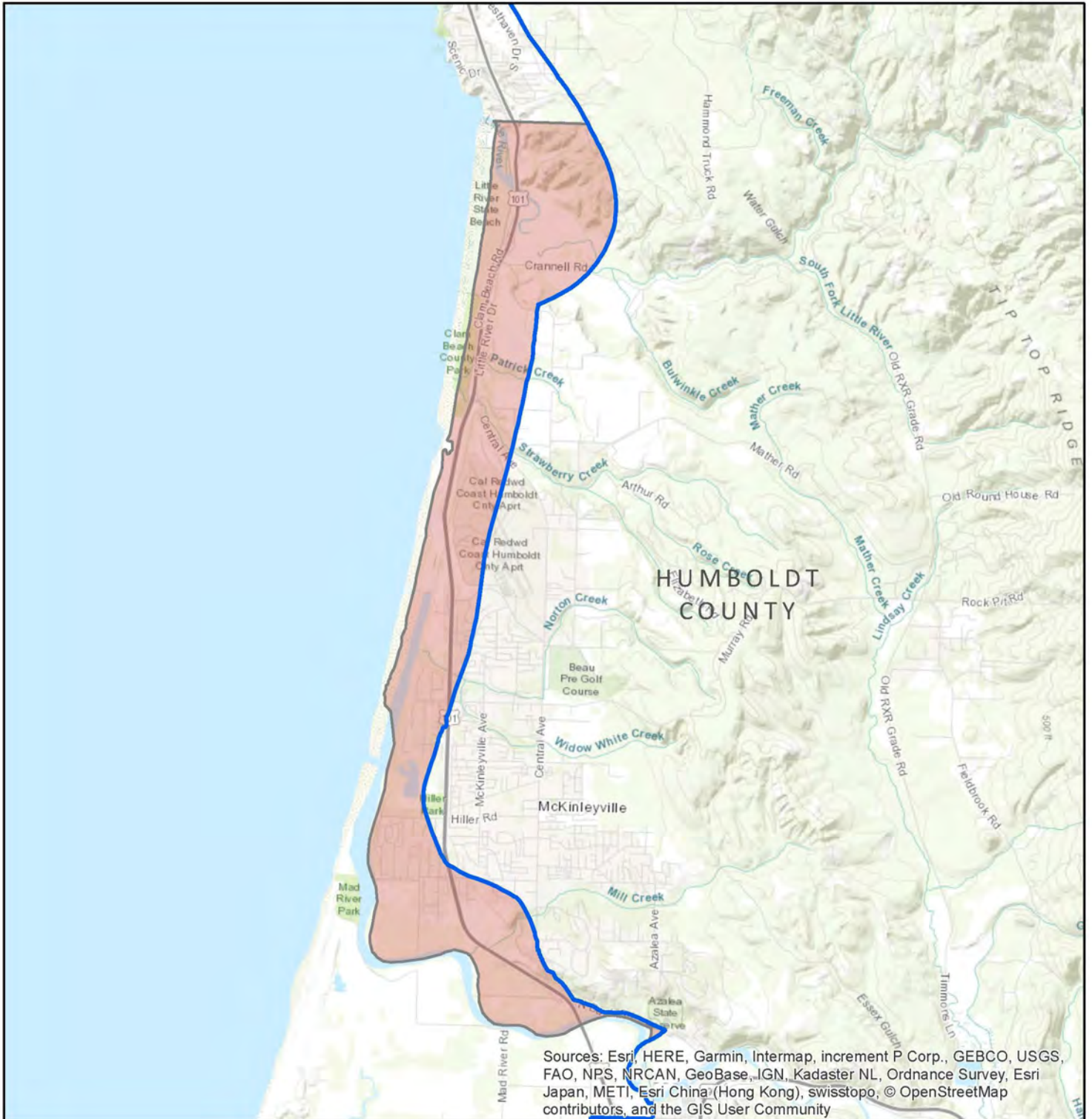
Humboldt County LUP Planning Areas



— Coastal Zone Boundary

Trinidad Area Plan LUP Area

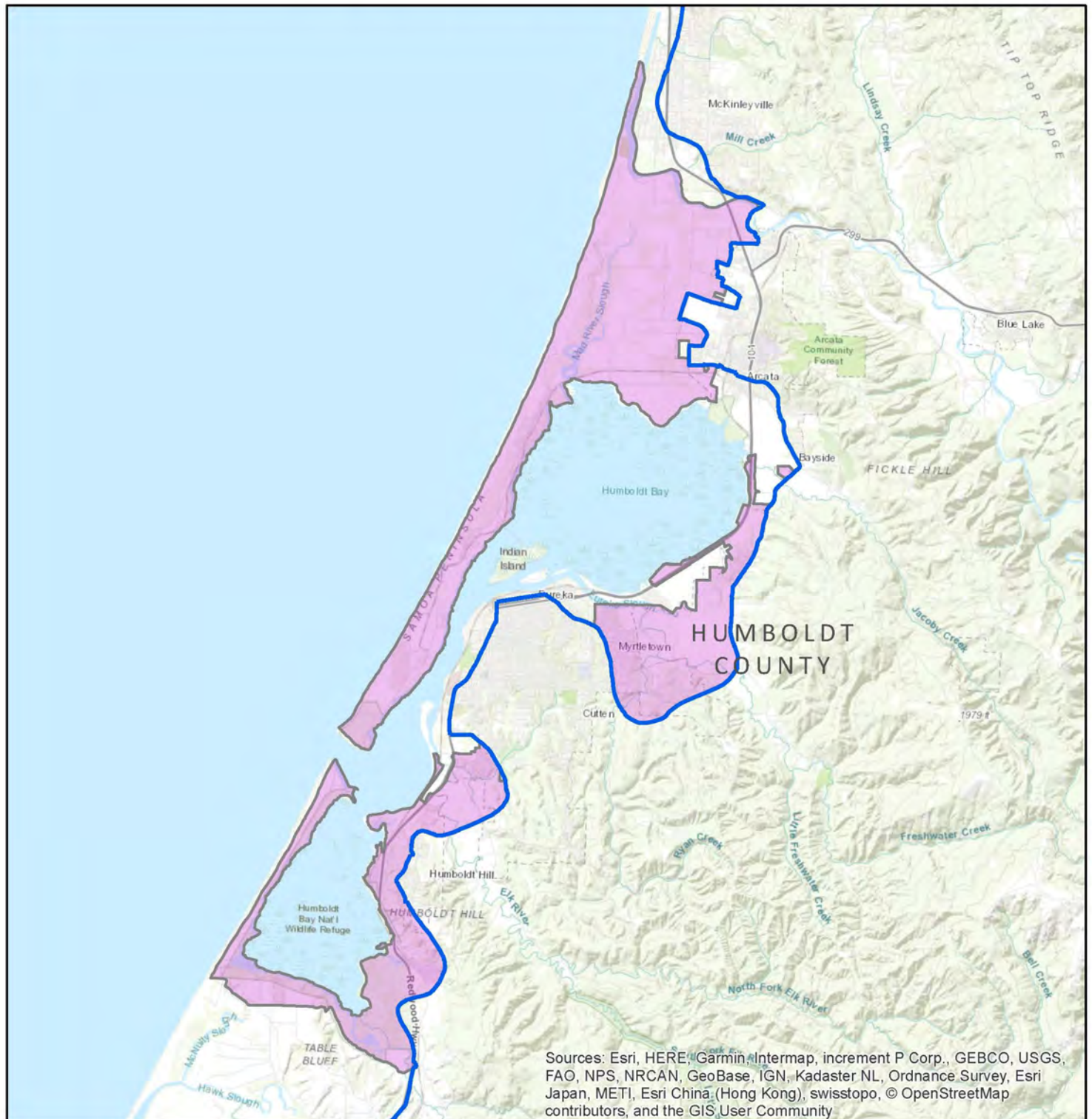
Humboldt County LUP Planning Areas



— Coastal Zone Boundary

McKinleyville Area Plan LUP Area

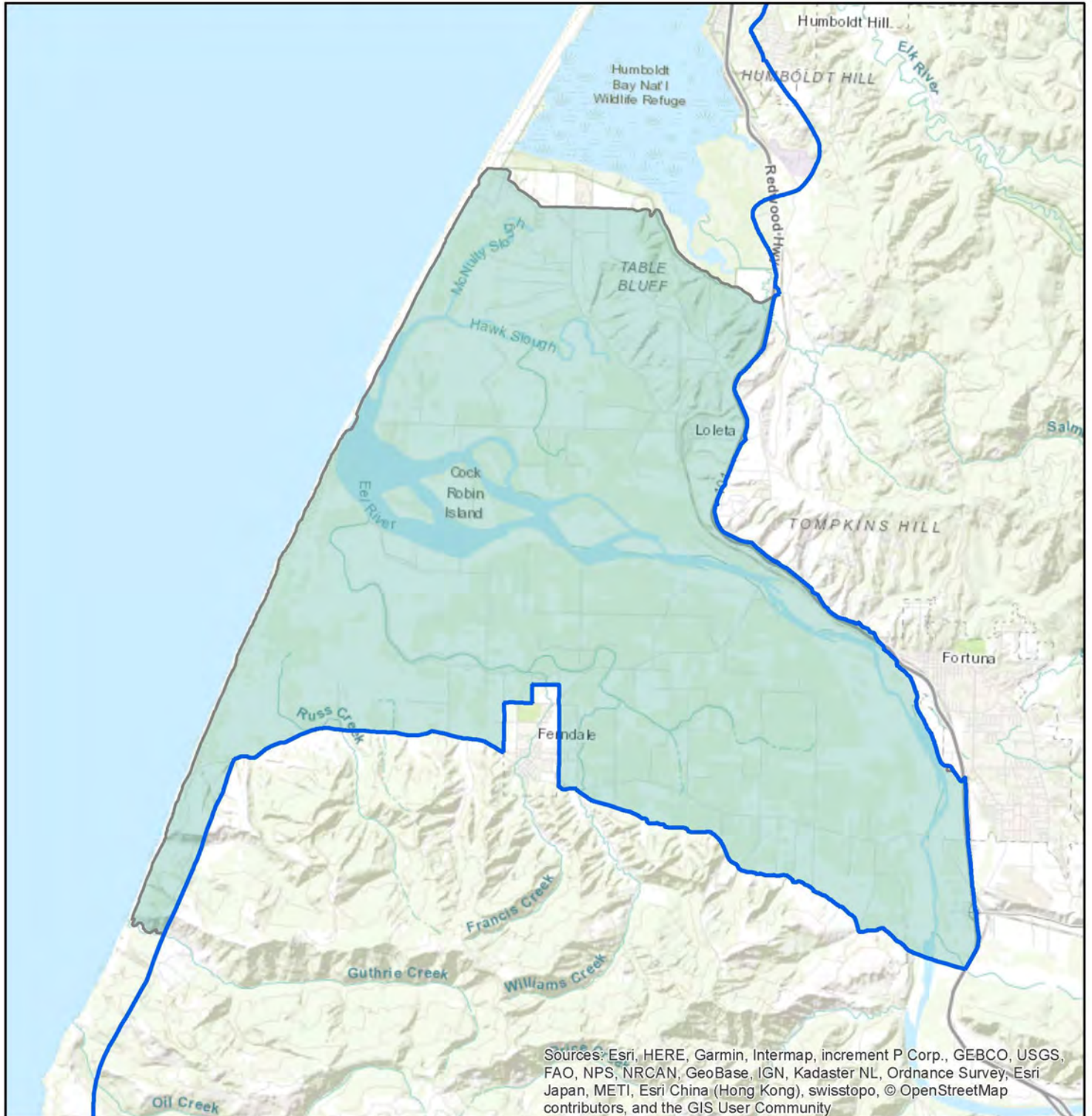
Humboldt County LUP Planning Areas



— Coastal Zone Boundary

■ Humboldt Bay Area Plan LUP Area

Humboldt County LUP Planning Areas



- Coastal Zone Boundary
- Eel River Area Plan LUP Area

Humboldt County LUP Planning Areas



— Coastal Zone Boundary

■ South Coast Area Plan LUP Area

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT, STATE OF CALIFORNIA
Certified Copy of Portion of Proceedings for the Meeting of April 9, 2024

Resolution No. 24-41

Resolution of the Board of Supervisors of the County of Humboldt MAKING THE REQUIRED FINDINGS TO ADOPT THE COASTAL SIGN ORDINANCE. THE COASTAL SIGN ORDINANCE IS STILL SUBJECT TO CERTIFICATION BY THE CALIFORNIA COASTAL COMMISSION BEFORE BECOMING AN EFFECTIVE. RECORD NUMBER PLN-2022-18011

WHEREAS, California Government Code Section 65850, et seq. authorizes counties to regulate land use, and to adopt and amend general plans and zoning and building ordinances for such purposes, and sets forth procedures governing the adoption and amendment of such ordinances; and

WHEREAS, amending the Zoning Ordinance to update the sign regulations was initiated to implement the General Plan Scenic Resources Element, which directs the County to amend the sign ordinance to implement adopted policies for off-premise billboards and to consider other revisions to ensure community compatibility as set forth in SR-IM2; and

WHEREAS, starting on Thursday October 19, 2023, the Humboldt County Planning Commission at a noticed public hearing began consideration of a draft sign ordinance; and

WHEREAS, the Planning Commission considered and deliberated the components of the sign ordinance over the course of six meetings (October 19, 2023, November 2, 2023, November 16, 2023, December 14, 2023, January 18, 2024, and February 15, 2024); and

WHEREAS, on February 15, 2024, the Humboldt County Planning Commission made a recommendation to the Board of Supervisors to adopt the proposed draft Coastal Sign Ordinance; and

WHEREAS, on Tuesday, March 26, 2024, a Notice of Public Hearing on proposed zoning amendments regarding signs was published in the Eureka Times-Standard, a newspaper of general circulation in Humboldt County, for the Board of Supervisors meeting of April 9, 2024; and

WHEREAS, the Ordinance Amendment was developed to achieve consistency with the requirements of the Coastal Act, to meet the needs of County residents as determined through workshops and comments, and to incorporate recommendations of the California Coastal Commission; and

EXHIBIT NO. 2

LCP-1-HUM-24-0034-1-Part A
(County of Humboldt Signs)
**Ordinance of Adoption of IP
Amendment** (page 1 of 21)

WHEREAS, the Humboldt County Board of Supervisors held a public hearing on the Sign Ordinance on April 9, 2024; and

WHEREAS, this ordinance is adopted to regulate installation of new signage and will be applicable to signage installed on or after the effective date of the ordinance. The intent is not to label existing signage as illegal. Existing permitted signage not in compliance with a newly adopted ordinance is by definition, legal non-conforming signage, these are legal signs. For other existing signage that was not permitted, the County will not be pursuing these signs as illegal signs.

Now, THEREFORE BE IT RESOLVED, that the Board of Supervisors makes all the following findings:

CONSISTENCY WITH THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA).

1. FINDING: The proposed zoning amendment is exempt from environmental review under the California Environmental Quality Act (CEQA).

- EVIDENCE:**
- a) Public Resources Code Sections 21080.5 and 21080.9 and Section 15265 of the CEQA Guidelines identify that CEQA does not apply to the activities of a local government for the preparation and adoption of a Local Coastal Plan or Program.
 - b) The Coastal Zoning Ordinance of which the Coastal Sign Ordinance is a part is an implementing program of the Local Coastal Plan.
 - c) The ordinance establishes performance standards and procedures which enhance and protect the environment.

PUBLIC INTEREST.

2. FINDING: It is in the public interest to adopt a sign ordinance that provides clear procedural and regulatory standards in keeping with protection of the scenic values of Humboldt County while also encouraging appropriate signage to encourage commerce. The sign ordinance has been written to accomplish these goals which are in the public interest.

- EVIDENCE:**
- a) The proposed ordinance would create clear permitting procedures, guidance for reconstructing existing billboards, specified performance standards for principally permitted signs and create a more streamlined review of proposed signage in all zones.

- b) Proposed regulations will impose limitations on lighting, which protects dark skies, and does not endanger pedestrian and vehicular traffic through distraction or excessive lighting. To this end the sign ordinance restricts the type of lighting and changeable digital displays.
- c) The ordinance provides clear performance criteria and signage which complies with those criteria is approved ministerially (no discretionary permit required). Signage which does not comply with that criteria can be approved through a discretionary process.
- d) The ordinance includes provisions for creative signs designed to capture unique designs that cannot be envisioned within an ordinance.
- e) The ordinance includes provisions to allow temporary and window signage to allow businesses to advertise special events, grand openings, and special sales.

CONSISTENCY WITH THE GENERAL PLAN AND STATE LAW.

3. FINDING: The Sign ordinance is consistent with the General Plan. Applicable policies and measures of the Conservation and Open Space Element, Chapter 10 of the General Plan include:

SR-G1 Conservation of Scenic Resources

SR-P3 Scenic Highway Protection

SR-P4 Term of Off-Premise Billboards and Prohibition

SR-P5 Billboards in Sensitive Habitat Areas

SR-S3 New Off-Premise Billboards

SR-S5 Permits for Billboards

SR-S6 Scenic Highway Map

SR-IM2 Sign Ordinance Revision.

EVIDENCE: a) Implementation Measure SR-IM2 calls for an update of the sign ordinance to implement the adopted policies of the General Plan and to ensure signage is compatible with the community. The sign ordinance has been drafted to implement the General Plan Policies to regulate billboards and to address community compatibility by creating performance standards and a clear process for allowance of signage.

- b) Goal SR-G1 calls for the protection of high-value scenic forest, agriculture, river, and coastal areas that contribute to the enjoyment of Humboldt County's beauty and abundant natural resources. The proposed ordinance provides regulations that protect these scenic resources by prohibiting new offsite billboards, limiting where existing billboards can be reconstructed, and by setting criteria for placement of signs.
- c) Policy SR-P4 calls for limiting the term of new and existing off-premise billboards by ordinance to provide for removal consistent with the Outdoor Advertising Act and prohibit the construction of new off-premise billboards along mapped Scenic Highways and coastal views. The ordinance is consistent with the Outdoor Advertising Act, setting parameters for maintenance and limited replacement of signs and advising of the process if the County chooses to purchase a sign to see it removed.
- d) New billboards are prohibited consistent with the Scenic Highway Guidelines of the General Plan. Standard SR-S6 provides that until such time as a General Plan Scenic Highway Roadway Map is prepared and adopted, Humboldt County Highways listed in Sections 263.1 through 263.8 of the California Streets and Highways Code shall be considered Scenic Highways. Policy SR-P3, Scenic Highway Protection, calls for protection of the scenic quality of designated Scenic Highways for the enjoyment of natural and scenic resources, coastal views, landmarks, or points of historic and cultural interest. The ordinance does not allow placement of new billboards consistent with these provisions.
- e) Policy SR-P5 prohibits construction of billboards in mapped sensitive, habitat areas. The proposed ordinance would not allow restabilizing billboards which the economic usefulness has been lost in sensitive habitats. To ensure protection of these areas, operators will be prohibited from placement activities on existing billboards to ensure that work consisting of expansion or added impacts will not negatively impact a sensitive habitat. New billboards are not allowed in these environments.
- f) Standard SR-S3 restricts new off-premise billboards to a maximum term of 15 years and limits them to areas designated as Commercial Services or Industrial General. The term limit for billboards is accompanied by Standard SR-S5, which requires a Conditional Use Permit for the construction of billboards. The proposed ordinance does not allow new

billboards and sets a 15-year term limit where billboards need to be reconstructed.

- 4. FINDING:** The adoption of the sign ordinance will not reduce the residential density for any parcel below that utilized by the Department of Housing and Community Development in determining compliance with housing element law. The proposed ordinance will not in any way limit the number of housing units which may be constructed on an annual basis.

- EVIDENCE:** a) The Sign Ordinance does not affect residential density. The sign ordinance does not allow off site signage which if placed on residential parcels could incentivize maintaining the billboard rather than residential development.
- b) The signage allowed by the ordinance is primarily accessory to developed sites which does not have the potential to affect density.

CONSISTENCY WITH THE COASTAL ACT.

- 5. FINDING:** The proposed sign ordinance is consistent with the policies of Chapter 3 (commencing with Section 30200) of the Coastal Act. Chapter 3 of the Coastal Act sets forth policies regarding the following issues:
- a) Access (including provisions for access with new development projects, public facilities, lower cost visitor facilities, and public access)
 - b) Recreation (including protection of water-oriented activities, ocean-front land protection for recreational uses, aquacultural uses, and priority of development purposes)
 - c) Marine Resources (including protecting biological productivity, prevent hazardous waste spills, diking, filling, and dredging, fishing, revetments and breakwaters, and water supply and flood control)
 - d) Land Resources (including environmentally sensitive habitats, agricultural lands, timberlands, and archaeological resources)
 - e) Development (including scenic resources, public works facilities, safety, and priority of coastal dependent developments)
 - f) Industrial Development (including location and expansion, use of tanker facilities, oil and gas development and transport (both onshore and off), and power plants)

- EVIDENCE:** a) **Access:** Signage that would restrict public access is not allowed by the ordinance. Signage that facilitates public access to the Coast can be

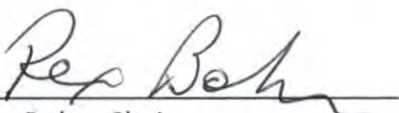
permitted under the ordinance. The ordinance is consistent with the access provisions of the Coastal Act.

- b) **Recreation:** Signage that would conflict with public recreation areas is not allowed by the ordinance. Signage that facilitates coastal recreation can be permitted under the ordinance. The ordinance is consistent with the recreation provisions of the Coastal Act.
- c) **Marine Resources:** The sign regulations are written to protect marine resources by not allowing construction or reconstruction of signage in environmentally sensitive areas.
- d) **Land Resources:** The ordinance does not allow offsite signs thus not allowing signage in environmentally sensitive habitats, agricultural lands, timberlands, or sites with archaeological resources.
- e) **Development:** This ordinance intends to make signs dependent on existing uses and come into conformance with other land use requirements.
- f) **Industrial Development:** Signs will be required to be consistent with the designated land uses and in conformance with development standards for any given property.

NOW, THEREFORE, based on the findings adopted above, the Humboldt County Board of Supervisors does hereby:

1. Adopt the Coastal Sign Ordinance.

The foregoing Resolution is hereby passed and adopted by the Board of Supervisors on April 9, 2024, by the following vote:



Supervisor Rex Bohn, Chair
Humboldt County Board of Supervisors

Adopted on motion by Supervisor Wilson, Seconded by Supervisor Madrone and the following vote:

AYES:	Supervisors: -- Wilson, Madrone, Arroyo
NAYES:	Supervisors: -- Bohn, Bushnell
ABSENT:	Supervisors: --
ABSTAIN:	Supervisors: --

STATE OF CALIFORNIA

County of Humboldt

I, Tracy Damico, Clerk of the Board of Supervisors, County of Humboldt, State of California, do hereby certify the foregoing to be a full, true, and correct copy of the original made in the above-entitled matter by said Board of Supervisors at a meeting held in Eureka, California as the same now appears of record in my Office.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Seal of said Board of Supervisors.



NIKKI TURNER

Deputy Clerk of the Board of Supervisors of the
County of Humboldt, State of California

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT, STATE OF CALIFORNIA

Certified Copy of Portion of Proceedings for the Meeting of April 9, 2024

Ordinance No. 2736

ORDINANCE AMENDING TITLE III, DIVISION 1, CHAPTER 3 OF HUMBOLDT COUNTY CODE, amending section 313-87.3; specifically amending sections 313-87.3.1, 313-87.3.2, and 313-87.3.3; of Chapter 3 of Division 1 of Title III of the County Code, Coastal Zoning Code relating to Signs and Nameplates. (Coastal Sign Ordinance)

SECTION 1. PURPOSE OF ZONING REGULATION AMENDMENTS.

Title III, Division 1, Chapter 3 of the Zoning Regulations is hereby amended to allow the installation of Signs while protecting the public health, safety, and welfare of the residents of the coastal unincorporated areas of Humboldt County, protecting neighborhood quality, supporting tourism and economic development, and balancing the needs of property owners. This ordinance amends sections 313-87.3.1, 313-87.3.2, and 313-87.3.3 of Chapter 3 of Division 1 of Title III of the County Code; relating to Signs and Nameplates.

SECTION 2. SIGNS ORDINANCE

Subdivision 313-87.3 regarding Signs in Title III, Division 1, Chapter 3 of the Humboldt County Code is hereby amended by 313-87.3 as follows (modifications are shown as underlined text and deletions are shown as ~~strikethrough~~):

87.3 SIGNS AND NAMEPLATES

87.3.1 Purpose. and Applicability The purpose of these regulations is to ensure: (1) ensure that signs within Humboldt County will not impair the public health, safety, and welfare by being excessively intrusive, and, promote public health, safety, and welfare, (2) that any permitted signs will maintain visual quality and will be compatible with nearby development. These regulations shall apply to the placement of any sign within the unincorporated area of Humboldt County. promote the use of signs that are of appropriate scale and compatible with nearby development and landscape, (3) promote the free flow of traffic and protect pedestrians, cyclists and motorists from injury and property damage caused by distracting signs, and (4) support business serving county residents, workers and visitors.

87.3.2 Applicability. These regulations shall be applicable to all signs in all zoning districts.

87.3.2.1 No Permit Required. No permit shall be required in the following circumstances.

87.3.2.1.1 Changes to legal existing sign faces.

87.3.2.1.2 Installation of historic plaques.

87.3.2 Permitted Signs. Signs may be permitted in conformity with the following regulations:

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87.3.2.1 Nameplates.

~~87.3.2.1.1 Shall be limited to a statement of the name, address and location of the occupant.~~

~~87.3.2.1.2 One (1) nameplate, not illuminated and not exceeding two square feet (2sf), appurtenant to any permitted use, shall be permitted in any residential zone.~~

~~87.3.2.1.3 One (1) nameplate, not illuminated and not exceeding twenty square feet (20sf), appurtenant to any permitted use, shall be permitted only in AE, TPZ and TC zones.~~

87.3.2.2 Property Sale Signs.

~~87.3.2.2.1 Two (2) signs, not illuminated, to advertise the sale of property on which it is displayed, and not exceeding six square feet (6sf) each, shall be permitted in any zone. Two such signs, not exceeding fifteen square feet (15sf), shall be permitted in any Commercial Zone. Two such signs, not exceeding twenty square feet (20sf), shall be permitted in any Industrial Zone. The Director may approve a Special Permit for additional signs if the applicant demonstrates a need, based upon site-specific physical conditions. (Former Section CZ#A314-33(B)(2)(a))~~

~~87.3.2.2.2 Signs, not illuminated and not exceeding one hundred square feet (100sf) in the aggregate, to advertise the sale of lots in the subdivision in which they are displayed shall be permitted with a Use Permit in any zone. (Former Section CZ#A314-33(B)(2)(b))~~

~~87.3.2.3 Appurtenant Signs. Signs appurtenant to any permitted use which are not illuminated, are not over seventy five square feet (75sf) in the aggregate, and not divided into more than three (3) single faced or double faced signs shall be permitted with a Special Use Permit in any zone except Residential Zones, in which such signs are not permitted. (Former Section CZ#A314-33(B)(3))~~

87.3.2.4 Signs in Commercial or Industrial Zones.

~~87.3.2.4.1 Signs, appurtenant to any permitted use, which do not exceed three square feet (3sf) per linear foot of the front lot line, shall be permitted in any commercial or industrial zone, subject to the limitations of this paragraph. Any lawfully existing lot shall be permitted to have a sign of at least fifty square feet (50sf) in size. The permitted sign(s) shall not exceed 300 square feet in the aggregate, and shall not be divided into more than six (6) single faced or double faced signs. (Former Section CZ#A314-33(B)(4)(a))~~

~~87.3.2.4.2 Signs, whether appurtenant to a permitted use or not, and not limited as to size or number, may be permitted with a Special Permit in any commercial or industrial zone. (Former Section CZ#A314-33(B)(4)(b))~~

~~87.3.3 General Prohibitions on Signs. The following signs shall be prohibited in all zones except as provided in this Section. (Former Section CZ#A314-33(C))~~

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~~87.3.3.1 No sign shall endanger the public health and safety by causing distractions to operators of motor vehicles on public rights of way, such as shall be caused by signs employing motion, sound, mechanical devices, blinkers, flashing lights, animation or unusual lighting. (Former Section CZ#A314-33(C)(1))~~

~~87.3.3.2 No sign shall be erected adjacent to any right-of-way in such a manner as to obstruct free and clear vision of operators of motor vehicles, or at any locations where, by reason of position, shape or color, such sign shall interfere with, obstruct the vision of, or be confused with any authorized traffic sign, signal or device, or which makes use of the words "stop," "danger," or any other word, phrase, symbol, or character in such manner as to interfere with, mislead or confuse motor vehicle operators. (Former Section CZ#A314-33(C)(2))~~

~~87.3.3.3 No red, green or amber lights or illuminated signs shall be placed in such a position that they could be confused with any authorized traffic sign, signal or device. (Former Section CZ#A314-33(C)(3))~~

~~87.3.3.4 No sign shall be erected in such a manner as to obstruct free and clear vision of pedestrian traffic on rights of way or to otherwise endanger pedestrians. (Former Section CZ#A314-33(C)(4))~~

87.3.3 Permitted Signs. Signs shall be permitted with a Coastal Development Permit in conformity with the following regulations, unless otherwise specified:

87.3.3.1 Nameplates. Nameplates are limited to a statement of the name, address and occupational designation of the occupant, and are not illuminated. Nameplates shall be principally permitted on existing structures appurtenant to any permitted use when conforming with all the following requirements:

87.3.3.1.1 In AE, TPZ and TC zones, one (1) nameplate not exceeding twenty square feet (20sf).

87.3.3.1.2 In any residential zone, one (1) nameplate, not exceeding two square feet (2sf).

87.3.3.1.3 In all other zones, one (1) nameplate not exceeding two square feet (20sf).

87.3.3.2 Temporary Signs. Temporary signs displayed for a limited period of time which do not exceed thirty-two (32) square feet in size shall be principally permitted in any zone when conforming with all the following requirements:

87.3.3.2.1 Strings or individual banners, streamers, pennants and similar devices for business openings, temporary sales and events which are placed up to thirty (30) days prior and removed within ten (10) days after the opening.

87.3.3.2.2 Political signs pertaining to a scheduled election which are placed up to ninety (90) days prior to the scheduled election and removed within ten (10) days after election day.

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT, STATE OF CALIFORNIA
Certified Copy of Portion of Proceedings for the Meeting of April 9, 2024

87.3.3.2.3 Temporary signs advertising a special event being held by a public agency or non-profit organization which are placed up to thirty (30) days prior and removed within ten (10) days after the event.

87.3.3.3 **Property Sale Signs.** Signs, not illuminated, to advertise the sale of property on which it is displayed shall be permitted when conforming with all the following regulations and removed within fifteen (15) days of the sale or lease of the property:

87.3.3.3.1 In any zone, one (1) sign not exceeding six (6) square feet shall be principally permitted;

87.3.3.3.2 In any Commercial Zoning District, two (2) signs, not exceeding fifteen square feet (15sf) each shall be principally permitted.

87.3.3.3.4 In any Industrial Zoning District, two (2) signs, not exceeding twenty square feet (20sf) each shall be principally permitted.

87.3.3.3.5 Signs advertising the sale of lots in a subdivision shall be permitted with a Coastal Development Permit in any zone when not exceeding one hundred (100) square feet in the aggregate.

87.3.3.4 **Appurtenant Signs.** Signs, appurtenant to any permitted use to identify or advertise a place of business or a product when conforming to the following requirements and the standards in Section 87.3.3.4.5:

87.3.3.4.1 In Residential Zoning Districts, signs shall be prohibited unless otherwise allowed with a Use Permit.

87.3.3.4.2 In Commercial or Industrial Zoning Districts, when accompanied by a Commercial General or Industrial General Land Use Designation, signs shall be principally permitted.

87.3.3.4.3 In all other zones, up to three (3) single sided signs, or one (1) double sided and one (1) single sided sign not over seventy-five (75) square feet in the aggregate shall be permitted with a Special Permit and Coastal Development Permit, except when the site utilizes a Master Sign Plan consistent with Section 87.3.3.4.5.

87.3.3.4.4 Signs not consistent with Section 87.3.3.4.5 shall be permitted with a Conditional Use Permit and Coastal Development Permit.

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT, STATE OF CALIFORNIA
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Appurtenant Sign Types



Monument Signs



Under Canopy Signs



Freestanding Sign



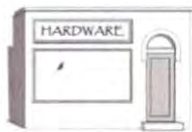
Awning Signs



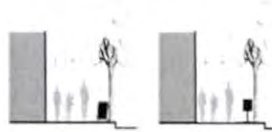
Window Signs



Projecting and Banner Signs



Wall Signs



A-frame & Standing Signs

87.3.3.4.5 Appurtenant Sign Table

<u>Sign Type</u>	<u>Sign Requirements</u>
<u>Monument</u>	<u>Quantity:</u> One (1) per frontage <u>Area:</u> Thirty-six (36) square feet <u>Width:</u> Twelve (12) feet maximum <u>Height:</u> Seven (7) feet maximum <u>Depth / Projection:</u> Two (2) feet maximum <u>Clearance:</u> Not applicable
<u>Projecting and Banner</u>	<u>Quantity:</u> One (1) per facade <u>Area:</u> Twenty-five (25) square feet <u>Width:</u> Eight (8) feet maximum <u>Height:</u> Eight (8) feet maximum <u>Depth / Projection:</u> Four (4) feet maximum <u>Clearance:</u> Eight (8) feet minimum <u>Distance to Curb:</u> Two (2) feet minimum
<u>Awning</u>	<u>Quantity:</u> One (1) per window <u>Area:</u> Not applicable <u>Width:</u> Width of facade <u>Height:</u> Not applicable <u>Depth / Projection:</u> Four (4) feet maximum <u>Clearance:</u> Eight (8) feet minimum <u>Valance Height:</u> Twelve (12) inches maximum <u>Distance to Curb:</u> Two (2) feet minimum
<u>Wall</u>	<u>Quantity:</u> Not Specified <u>Area:</u> Two (2) square foot per linear foot of Façade (not exceeding one hundred (100) square feet per facade) <u>Width:</u> Ninety (90) percent of the width of Façade <u>Height:</u> Roof line or parapet of the structure <u>Depth / Projection:</u> Eighteen (18) inches maximum <u>Clearance:</u> Seven (7) feet to sign edge minimum
<u>Window</u>	<u>Quantity:</u> Not applicable

<u>Sign Type</u>	<u>Sign Requirements</u>	
	<u>Area:</u> Not more than twenty-five (25) percent of glass per façade, not including seasonal displays or decorations <u>Width:</u> Not applicable <u>Height:</u> Not applicable <u>Depth / Projection:</u> Not applicable <u>Clearance:</u> Four (4) feet <u>Illumination:</u> Design features may consist of neon or other small diameter tubing illuminated by fluorescing gas	
<u>A-frame, Standing, & Feather Banners</u>	<u>A-Frame & Standing</u> <u>Quantity:</u> Two (2) per business <u>Area:</u> Eight (8) square feet <u>Width:</u> Two (2) feet maximum <u>Height:</u> Four (4) feet maximum <u>Depth / Projection:</u> Cannot be placed within county right-of-way or obstruct ADA access <u>Clearance:</u> Not applicable	<u>Feather Banners</u> <u>Included in quantity limit</u> <u>Thirty (30) square feet</u> <u>Three (3) feet maximum</u> <u>Twelve (12) feet maximum</u> <u>Cannot be placed within county right-of-way or obstruct ADA access</u> <u>Not Applicable</u>
<u>Fuel Price Signs</u>	<u>Quantity:</u> Two (2) per business <u>Area:</u> Sixty-four (64) square feet <u>Width:</u> Eight (8) feet <u>Height:</u> Eighteen (18) feet <u>Depth/Projection:</u> not applicable <u>Clearance:</u> Eight (8) feet <u>Display:</u> Fuel pricing displays may consist of changeable LED numbers	
<u>Freestanding</u>	<u>Quantity:</u> One (1) per business <u>Area:</u> Sixty-four (64) square feet <u>Width:</u> Eight (8) feet <u>Height:</u> Eighteen (18) feet <u>Depth / Projection:</u> Not applicable	

<u>Sign Type</u>	<u>Sign Requirements</u>
	<u>Clearance: Eight (8) feet minimum</u>
	<u>Valance Height: Not applicable</u>
	<u>Distance to Curb: Not applicable</u>

87.3.3.5 Master Sign Plan. A plan to strategically coordinate signs appurtenant to any permitted use to identify or advertise multiple places of businesses for large sites, buildings, non-residential multi-tenant developments, or adjacent or adjoining properties or parcels.

87.3.3.5.1 Sites greater than one (1) acre, or with tenant spaces above the first floor, or any non-residential development, building, or property with four or more tenants must submit a Master Sign Plan;

87.3.3.5.2 The Master Sign Plan shall provide a coordinated approach to signage that indicates where signage is proposed and is consistent with the purpose of Section 87.3;

87.3.3.5.3 A Master Sign Plan shall be principally permitted if in accordance with Section 87.3.3.4.5;

87.3.3.5.4 A Coastal Development Permit shall be required if the Master Sign Plan proposes signage that is not in accordance with Section 87.3.3.4.5, which would allow:

87.3.3.5.4.1 Transfers of maximum sign areas between tenants on a site to allow the collective total sign area permitted for the entire site to be pooled and re-allocated between tenants;

87.3.3.5.4.2 Deviation from the total number of each type of sign allowed; and

87.3.3.5.4.3 Deviation from the maximum size of signs permitted.

87.3.3.6 Murals. Murals, decorations, and design elements on the exterior of a building that do not advertise a product, business, or service shall be principally permitted and are not subject to the requirements of this section. Advertisement includes text displaying the name of a business, text displaying the name of a product, text publicizing a service, business-specific logos, and product-specific logos.

87.3.3.7 Creative Signs. Signs with no more than forty percent of the total sign area digitally printed and of unique design, thoughtfulness, imagination, inventiveness, and spirit, which deviate from the standards in this section while minimizing adverse impacts.

87.3.3.7.1 Review. Creative Signs shall be reviewed and approved by the Zoning Administrator and may require modifications to the proposed Creative Sign including limits on allowed sign types, area, dimensions, placement, materials, and other sign design features.

87.3.3.7.2 Permit Requirements. Creative Signs shall be permitted with a Special Permit.

87.3.3.7.3 Design Standards. Creative Signs shall meet all of the General Design Standards and incorporate three or more of the Sign Features, Materials, and Contextual Criteria provided below.

87.3.3.7.3.1 General Design.

87.3.3.7.3.1.1 The sign constitutes a substantial aesthetic improvement to the site and has a positive visual impact on the surrounding area; and

87.3.3.7.3.1.2 The sign is of unique design, and exhibits a high degree of thoughtfulness, imagination, inventiveness, and spirit; and

87.3.3.7.3.1.3 The sign is of a higher creative, artistic, and/or sculptural nature than the average sign typically found in Humboldt County; and

87.3.3.7.3.1.4 The sign provides strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.

87.3.3.7.3.2 Sign Features, Materials, and Contextual Criteria.

87.3.3.7.3.2.1 Materials of a higher quality than typically used for signs in Eureka (e.g., stone, sculptural steel, sandblasted wood, gold leaf, hand-painted content with an artistic mural-like component).

87.3.3.7.3.2.2 Projecting, recessed, or cut-out text (e.g., push-through illuminated acrylic letters, routed letters, routed metal).

87.3.3.7.3.2.3 Use of natural features to creatively display a business name (e.g., trimmed hedges, etched rock features, botanical arrangements).

87.3.3.7.3.2.4 Creative and unique use of clearly visible high-quality landscaping with an area greater than the minimum required for the sign or site, whichever is more.

87.3.3.7.3.2.5 Clearly visible three-dimensionality where a notable proportion of the structure or form of the sign includes multiple deviations from a parallel plane (e.g., a sphere, a half-sphere, sculptural elements, a fully three-dimensional beer mug).

87.3.3.7.3.2.6 Sign design successfully emulates the architecture of the building (e.g., a sign with roof-like covering that matches the general design of the roof of the building it serves).

87.3.3.7.3.2.7 Highly irregular multi-dimensional sign shape (e.g., a sign that has at least five or more straight sides, a sign that has a few straight sides and multiple variable rounded sides, a sign with an unusually disproportionate height-to-width ratio).

87.3.3.7.3.2.8 At least 50 percent of the sign area includes custom artistic illustrations.

87.3.3.7.3.2.9 Sign shape includes inventive representation of the use, name, or logo of the structure or business (e.g., a fish-shaped sign for a fishing store).

87.3.3.8 Existing Billboards. It is the objective of this section to provide regulations to implement General Plan provisions to regulate Billboards consistent with the Outdoor Advertising Act.

87.3.3.8.1 Existing Billboard, an advertising display affixed to any post within 660 feet of a state highway, freeway, or historic highway or freeway that was lawfully erected in compliance with state laws and local ordinances in effect at the time of its erection;

87.3.3.8.2 Failure to provide the Planning and Building Department an active and compliant Outdoor Advertising Display Permit when such permit is required by state law is evidence that the structure does not qualify as an existing billboard which may require removal of the structure consistent with the Outdoor Advertising Act;

87.3.3.8.3 Placement, as defined by the Outdoor Advertising Act, shall not be permitted unless otherwise allowable:

87.3.3.8.3.1 Placement includes, but is not limited to, the following activities:

87.3.3.8.3.1.1 Raising the height of the Display from ground level

87.3.3.8.3.1.2 Alteration of existing size dimensions of approved physical configuration

87.3.3.8.3.1.3 Relocating all or a portion of a Display

87.3.3.8.3.1.4 Adding a back-up Facing to a single Facing Display

87.3.3.8.3.1.5 Turning the direction of a Facing

87.3.3.8.3.1.6 Addition of an electrical box

87.3.3.8.3.1.7 Adding illumination or a changeable message, with the exception of light boxes

87.3.3.8.3.1.8 Increasing any dimension of a Facing except when adding an extension to an outside dimension of a Display as incident to the copy for a temporary period up to three years

87.3.3.8.3.1.9 Re-erection of a destroyed advertising display where destroyed is defined as damaged to the extent it loses functionality so as to be rendered useless and can no longer function as an advertising surface

87.3.3.8.3.1.10 The maintaining and the erecting, constructing, posting, painting, printing, tacking, nailing, gluing, sticking, carving or otherwise fastening, affixing or making visible any advertising display on or to the ground of any tree, bush, rock, fence, post, wall, building, structure or thing when not performed incident to the change of an advertising message or customary maintenance, as defined by the Outdoor Advertising Act, of the advertising display

87.3.3.8.3.1.11 Maintenance using materials other than those materials and dimension of supporting members found on the existing sign.

87.3.3.8.3.2 Placement shall be allowable if the following conditions are met:

87.3.3.8.3.2.1 An advertising display has been damaged by natural forces and accidental incidents to the extent it loses functionality so as to be rendered useless and needs to be re-erected; and

87.3.3.8.3.2.2 The destroyed advertising display is not located on public land, public easements on Natural Resource zoned properties, within bodies of water, flood hazard areas, streamside management areas, sensitive habitats, scenic resources or wetlands; and

87.3.3.8.3.2.3 A Conditional Use Permit with a term limit of 15 years has been approved; and

87.3.3.8.3.2.4 A building permit has been issued.

87.3.3.8.4 Unauthorized placement activities will be declared a public nuisance as defined by Section 351-3 and considered a Category 4 Violation as defined by Section 352-3(h) and Section 352-6.

87.3.3.8.5 The County may declare its intent to require removal of an existing billboard by providing the existing billboard owner notice of such intent a minimum of seven (7) years prior to actual removal of the sign. Upon the expiration of the designated time period, the County may require removal in accordance with the requirements of the Outdoor Advertising Act. The removal of the billboard structure and restoration of the site to its original condition shall be completed within 30 days of compensation. If the permit holder and property owner fail to remove the billboard structure and restore the site within the designated time period, the billboard shall be declared a public nuisance as defined by Section 351-3 and considered a Category 4 Violation as defined by Section 352-3(h) and Section 352-6.

87.3.3.9 Directional Signs.

87.3.3.9.1 Signs Permitted. Directional signs and/or guide signs shall be located in any zone to indicate directions to public recreational areas, visitor serving facilities, and any other facilities for which the Director has determined that such a sign is necessary for the public convenience and/or safety. (Former Section CZ#A314-33(B)(5)(a)).

87.3.3.9.2 Location. Signs shall be located only along arterial roadways and higher order streets. (Former Section CZ#A314-33(B)(5)(b)).

87.3.3.9.3 Design Criteria.

87.3.3.9.3.1 Directional signs shall contain only the name of the use(s), a directional arrow or a directional statement, and the approximate distance to the use(s). (Former Section CZ#A314-33(B)(5)(c)(1)).

87.3.3.9.3.2 Where feasible, directional signs shall be designed to accommodate more than one use. (Former Section CZ#A314-33(B)(5)(c)(2)).

87.3.3.9.3.3 The display surface of any such sign shall not exceed twenty-four by twenty-four inches (24"x24") for each use, with a maximum aggregate area of display surface not to exceed 100 square feet. (Former Section CZ#A314-33(B)(5)(c)(3)).

87.3.3.9.4 Permit Required. A Special Permit is required for placement of a directional sign in any zone. (Former Section CZ#A314-33(B)(5)(d)).

87.3.3.10 Design Standards.

87.3.3.10.1 Illumination.

87.3.3.10.1.1 Signs in non-residential zoning districts shall be internally or externally illuminated except where specifically prohibited.

87.3.3.10.1.2 Signs in Residential Zoning Districts shall only be externally illuminated and must be located at least fifty (50) feet from any residence.

87.3.3.10.1.3 Light sources must be steady, stationary, and static in color and shall utilize full-cutoff lighting, downward casting, shielding, visors etc.

87.3.3.10.1.4 Lighting shall be limited as follows:

a) During hours between sunset and sunrise, luminance is limited to 100 candela per square meter.

b) Each sign must either be designed to achieve this standard or have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change.

87.3.3.10.1.5 The light source for externally illuminated signs must be shielded and positioned so that light is only directed at the face of the sign and does not spill beyond where it is needed.

87.3.3.10.1.6 Lighting shall use the lowest light level necessary to be visible from the property line.

87.3.3.10.1.7 Lighting shall only be operated between sunrise and sunset or 30 minutes before opening and after closing.

87.3.3.10.1.8 Exposed bulbs are not permitted except as part of a Creative Sign Permit.

87.3.3.10.1.9 Design features consisting of neon or other small diameter tubing illuminated by fluorescing gas is not allowed as part of any type of sign, except as allowed as window signage in Section 87.3.3.4.5.

87.3.3.11 Prohibited Signs. The following signs and sign materials are prohibited:

87.3.3.11.1 Digital, Animated or Changeable Copy Signs. Signs that include any part that appears to rotate, flash, blink, move, change color, emit sound, or change intensity, except for approved fuel price signs, standard barber poles, time and temperature signs that are located in commercial and industrial zones. This includes but is not limited to electronic message boards, large television or projector screens, etc. Except when placed on such property by the public agency having jurisdiction or expressly authorized by such public agency.

87.3.3.11.2 New Billboards. A structure with a flat surface upon which an advertisement is placed or affixed to any post within 660 feet of a state highway or freeway, except as described by Section 87.3.3.8.3.2.

87.3.3.11.3 Off-Premise Signs. Signs that are not appurtenant to a use associated with the property in which the sign is located.

87.3.3.11.4 Decorative Signs. Banner signs, yard signs, and inflatable signs, except when used as a temporary sign consistent with Section 87.3.3.2 (Temporary Signs).

87.3.3.11.5 Hazardous Signs. Signs adversely affecting traffic control or safety. Any sign that creates a traffic safety hazard by interfering with a individual's sight distance, including signs visible from any public road, street or right of way containing colors or reflective paint that

blinds the vision of drivers, or signs which simulate or imitate the appearance of any traffic sign or signal, or which makes use of the words "STOP," "GO," "SLOW," "TURN HERE," "DANGER," or contain other words, phrases symbols or characters otherwise likely to interfere with, mislead or confuse drivers.

87.3.3.11.6 **Obsolete Signs.** Any appurtenant sign face identifying a use or activity that has not occupied the site for more than six months. Any off-premise sign face advertising an activity that has not taken place for more than six months. Any sign frame that has not been utilized within five years.

87.3.3.11.7 **Signs on Public Roads.** Signs, including Digital, Animated or Changeable Copy Signs are not permitted on any public road or public road right of way, except as permitted by the Department of Public Works. This includes, but is not limited to, permanent signs, portable signs, trailer mounted signs, and vehicle mounted signs.

87.3.3.11.8 **Signs on Public Property.** Signs, including Digital, Animated or Changeable Copy Signs are not permitted on any public property; except as permitted by the public agency having jurisdiction or expressly authorized by such public agency.

87.3.3.11.9 **Signs on Natural Features and Other Structures.** Signs affixed to or painted on trees, rocks, or other natural features, or on utility poles, street sign poles, traffic signal equipment and poles, or garbage receptacles.

87.3.3.11.10 **Roof Signs.** Any sign erected, constructed and placed on or over the roof of a building or of any architectural feature to which it is affixed.

87.3.3.11.11 **Dilapidated Signs.** Signs that have been declared a nuisance as defined by Section 351-3 and must be removed due to inadequate maintenance, dilapidation, or abandonment.

SECTION 3. EFFECTIVE DATE

This ordinance shall become effective immediately upon certification by the Coastal Commission unless modifications to the proposed ordinance are required by the Coastal Commission for certification, in which case they must first be brought back to the Board of Supervisors for consideration at a future public hearing prior to certification by the Coastal Commission.

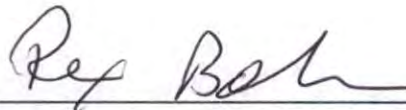
PASSED, APPROVED AND ADOPTED this 9 day of April 2024, by the following vote, to wit:

AYES: Supervisors: -- Madrone, Wilson, Arroyo

NAYES: Supervisors: -- Bohn, Bushnell

ABSENT: Supervisors: --

ABSTAIN: Supervisors: --



Rex Bohn, Chair

Board of Supervisors of the County of Humboldt
State of California

(SEAL)

ATTEST:

Tracy Damico, Clerk of the Board of Supervisors
of the County of Humboldt, State of California

By: 

Nikki Turner, Deputy Clerk