New Sign Ordinance Provisions

1. Sign adjustment required for pole signs, projecting signs, roof signs
2. Tier 1 Sign Districts allowed anywhere as long as they
   1. include 5000 linear feet of frontage or 15 acres and zoned C or R5
   2. Are at Lax, Greater Downtown Housing Incentive area (?), stadium of 20,000 sq ft+, zoo or botanical garden of 60+ acres
   3. No signs within 500 ft of RW or more restrictive zone, ecological preserve, state or national park, River Implementation Overlay, scenic highway or parkway
   4. Must have a unique identity
   5. Must be compatible with surrounding environment
   6. Off-site signs allowed if they “advance the purpose of aesthetics or traffic safety”
   7. New offsite signs require reduction of legally permitted off-site signs of 5 ft in the district or contiguous area for non-digital and 10 ft for digital for every new sign square foot **OR**
   8. Community benefit including sidewalk widening and landscaping, undergrounding of utilities, lighting or streetscape improvements, murals, parking structures, building façade improvements, or “blight elimination”
   9. Nothing required in Greater Downtown Housing Incentive area or in an SN Sign District
3. Tier 2 Sign Districts allowed if
   1. Three acres non-residential or 50,000 sq ft of non-residential floor area for Regional Commercial or Regional Center
   2. Or 5 acres or 100,000 sq ft non-residential anywhere
   3. Of-site signs allowed if not visible outside of district
4. **Allowed in any lot in all residential zones except**
   1. Obscene
   2. Posters, pennants, banners, ribbons, streamers, spinners, etc except information signs (limited to 25 sq ft and 6ft, 6 inches high)
   3. Wall signs limited to 2 sq ft for every foot of **street** frontage; no more than 50% extra for multiple story buildings; add 20% for individual letter signs
   4. Total signage of wall signs, pole signs, roof signs, etc limited to 4 sq ft for each foot of street frontage
   5. Wall signs limited to 100 ft above grade except fo identification
   6. Flashing, mechanical, or strobe, or revolving at greater than 6 revolutions/minute
   7. Tacked or pasted on walls, trees, poles, etc except informational
   8. Signs on vehicles or trailers on private property if not used in the business
   9. Emits sounds or odors
   10. Uses people, animals, or motion pictures
   11. Are inflatable
   12. Erected as a visible triangle or within 2 ft of a curb or edge of roadway
5. Pole signs
6. Pole signs
   1. Allowed only if lot is greater than 50 feet; limited to 2 sq ft for every foot of street frontage plus one sq ft for each foot of building frontage to a maximum of 800 sq ft on all sides
   2. Pole signs limited to 25 ft for lots with 50 ft of street frontage, 35 ft for up to 100 ft of frontage, 42 feet for greater than 100 feet of frontage
7. Illuminated signs limited to
   1. 0.3 foot candles above ambient
   2. Nighttime brightness limited to 300 candelas/ square meter; daytime to 5000
   3. Total of 20 lumens per sq ft
   4. Max horizontal beam of 165 degrees, vertical of 65
   5. Applies to internal as well as external signs
8. Height limited only by applicable building height limit
9. No new signs within 2000 ft of freeway except offramps and identification signs limited to 50 sq ft or 5% of the facing building side. Total of all signs can’t exceed 100 sq ft
10. Temporary signs
    1. Even off site signs allowed on temporary construction walls or wood fences on vacant property
    2. No permit requires for signs less than 20 sq, ft.
    3. Limited to 30 days on, 30 days off, total of 90 days in a year
    4. Temporary signs on construction walls or solid wood fences on vacant lots limited to C, M, or RAS zones
    5. Signs on temporary construction walls limited to 8 sq ft for each foot of lot frontage up to a maximum of 250 sq ft for all signs with a maximum height of 8 feet; time limited to construction permit or 2 years. Signs on wood fences limited to one year.
11. For A and R zones
    1. Freestanding signs limited to 6 feet high
    2. No flashing, digital, or moving signs
    3. Attached signs limited to lowest portion of roof
    4. Any number of signs; wall signs and one free standing sign allowed anywhere on lot; total area limited to 20 sq ft
    5. Temporary signs limited to 10 sq ft
12. Non conforming signs that were permitted when constructed may be modified to current code provisions
13. Violations
    1. Both the property owner and sign owner are responsible
    2. Depending on size of sign, daily penalties range from $2500-$12,000 for first violation; $8000-$48000 for third violation; $500 for signs less than 20 sq ft