

## West Hollywood Municipal Code

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## Chapter 19.34 Sign Standards

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### 19.34.010 Purpose.

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This chapter provides standards for on-site and off-site signs to safeguard life, health, property, safety, and public welfare, while encouraging creativity, variety and compatibility, and enhancement of the city's image. The provisions of this chapter are intended to:

- A. Encourage creative and well-designed signs that contribute in a positive way to the city's visual environment, express local character, and help develop a distinctive image for the city.
- B. Encourage signs that are responsive to the aesthetics and character of their particular location, adjacent buildings and uses, and the surrounding neighborhood. Signs should be compatible and integrated with the building's architectural design and with other signs on the property.
- C. Recognize that signs are a necessary form of communication, and provide flexibility within the sign review and approval process to allow for unique circumstances and creativity.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

### 19.34.020 Applicability.

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A. *Sign Permits Required.* To ensure compliance with the regulations of this chapter, a sign permit shall be required in order to apply, erect, move, alter, reconstruct, or repair any permanent or temporary sign, except signs that are exempt from permits enumerated in Section 19.34.110 (Exemptions from Sign Permit Requirements). See Section 19.34.100 for sign permit application and processing requirements.

B. *Sign Standards.* The sign standards provided in this chapter are intended to apply to signs in each zoning district in the city. Only signs authorized by this chapter shall be allowed.

C. *New Zoning Districts.* If a new zoning district is created after the enactment of this chapter, the Director shall have the authority to make determinations as to the applicability of appropriate sign regulations in compliance with Chapter 19.03 (Interpretation of Zoning Ordinance Provisions) until this chapter is amended to govern the new zoning district.

D. *Design Guidelines.* The city's *Sign Design Guidelines* will be used in the evaluation of sign permit applications to ensure that signs are well designed, compatible with their surroundings, and do not detract from the overall visual quality of the city.

E. *Nonconforming Signs.* Nonconforming signs are subject to the provisions of Chapter 19.72 (Nonconforming Uses, Structures, Signs and Parcels), in addition to this chapter.

F. *Definitions.* Definitions of specific types of signs and the other terms used in this chapter are grouped with the definition of the term "Sign" in Article 19-6 (Definitions).

G. *Substitution Clause.* Notwithstanding any other provision of this code, any noncommercial copy may be substituted for any commercial copy on any sign permitted by this code. If non-commercial copy is substituted, the resulting sign will continue to be treated as the original commercial sign under this code and will not be deemed or treated as an off-site sign. The content of any non-commercial copy on any sign otherwise permitted

by this code may be changed without complying with any provisions of this code normally required for sign copy or design approval.

(Ord. 05-704 § 5, 2005: Ord. 05-703U § 5, 2005: Ord. 01-594 § 2 (Exh. A (part)), 2001)

### 19.34.030 Sign Standards by Zoning District.

All signs shall comply with the standards of the applicable zoning district, in compliance with the provisions in Tables 3-11 and 3-12.

TABLE 3-11  
SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS (R1, R2, R3, R4)

Sign Class	Allowed Sign Types	Maximum Number of Signs	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
<b>1. Multi-family project identification</b>	Wall or monument	1 for each street frontage	25 sq. ft. maximum per sign	Below edge of roof 42 in. monument.	Affixed to wall, or placed within a landscaped area near building entrance.	Yes	Name and address of facility only
<b>2. Bed and breakfast or hotel</b>	Wall or elevated monument sign	1 for each street frontage	4 sq. ft.	Below edge of roof; 36 in. freestanding.	Affixed to wall, or placed within a landscaped area near building entrance.	Yes	Name and address of facility only
<b>3. Commercial uses (legal non-conforming only)</b>	Wall or elevated monument sign	1 for each tenant space	1 sq. ft. for each lineal ft. of building frontage; 25 sq. ft. maximum.	Below edge of roof; 36 in. freestanding.	Affixed to wall, or placed within a landscaped area near tenant entrance.	Yes	Name and address of facility only
<b>4. Offices (not including home occupations)</b>	Wall or elevated monument sign	1 for each tenant space	1 sq. ft.	Below edge of roof; 36 in. freestanding.	Affixed to wall, or placed within a landscaped area near building entrance.	Yes	Name and address of facility only. No signs allowed for home occupations.
<b>5. Other allowed uses, except family day care, emergency shelters, and residential</b>	Wall or elevated monument sign; changeable copy sign if allowed by	1 for each street frontage	4 sq. ft. maximum per sign	Below edge of roof; 36 in. freestanding.	Affixed to wall, or placed within a landscaped area near building entrance.	Yes	Name and address of facility only

<b>care</b>	Section 19.34.050(C).						
<b>6. Real estate signs</b>	See Section 19.34.050(G).						
<b>7. Religious facilities</b>	Wall or free-standing bracket sign; changeable copy sign.	2 identification signs per use, 1 changeable copy sign per façade.	Identification sign:0.5 sq. ft. for each linear ft. of primary building frontage, 25 sq. ft. maximum per sign. Changeable copy sign: 15 sq. ft. maximum.	Below edge of roof; 36 in. freestanding.	Affixed to wall, or placed within a landscaped area near building entrance.	Yes	Name and address of facility only on other than changeable copy signs.

TABLE 3-12  
SIGN STANDARDS FOR NON-RESIDENTIAL ZONING DISTRICTS (CN, CC, CA, CR, SSP, PF)

Sign Class	Allowed Sign Types	Maximum Number of Signs	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
<b>1. Business identification – Primary business frontage</b>	Wall and/or window, awning/canopy blade/bracket, free-standing bracket or monument	3 per primary business frontage. 1 per side street frontage	1 sq. ft. for each linear ft. of primary business frontage. Corner parcels: 1 additional sq. ft. for each linear ft. of side street frontage, 25 sq. ft. maximum for signs on side elevation.	Below edge of roof. 6 ft. for free-standing signs.	Near main entrance. Shall not cover doors, windows, or architectural details.	Yes	See 19.34.050 for sign standards by sign type. Signs are allowed only for second story tenants that may be accessed directly from the exterior on the second story level. Monument signs not allowed for second story tenants.
<b>2. Business</b>	Wall	1 per	4 sq. ft.	8 ft.	Near	Yes	See 19.34.050

<b>identification – Secondary business frontage</b>	and/or window, awning/canopy, blade/bracket	secondary business frontage			secondary entrance		for sign standards by sign type.
<b>3. Business identification – Ground-level business with no street frontage</b>	Wall and/or window, awning/canopy, blade/bracket	1 per tenant space	1 sq. ft. for each linear ft. of primary business frontage	Below edge of roof. 6 ft. for freestanding signs.	Near main entrance	Yes	Allowed only for uses with no business frontage facing a public street or parking lot.
<b>4. Building or project identification – Multi-tenant sites</b>	Wall or monument	1 sign for each street frontage	1 sq. ft. for each linear ft. of building façade. 25 sq. ft. maximum per sign.	Below edge of roof. 6 ft. for monument	Near main entrance to building or project	Yes	See 19.34.050 for sign standards by sign type.
<b>5. Business identification directory – Multi-tenant buildings</b>	Wall	1 per building entrance	8 sq. ft.	6 ft.	Near main entrances	Yes	To identify tenants of the building only.
<b>6. Real estate signs</b>	See Section 19.34.050(F).						
<b>7. Service stations:</b> <b>a. Identification</b>	Wall or canopy	1 per building frontage and 1 per canopy facing a street. 2 signs maximum per street frontage.	10 sq. ft. per sign	Below edge of roof	On building façade or canopy	Yes	No pricing information allowed
<b>b. Pricing and identification</b>	Monument	1 per use	30 sq. ft. per face. 2 faces maximum.	48 in.	Shall not create hazard at driveways or corners.	Yes	Signs shall include identification of the station and gasoline prices. No other price

							signs are allowed.
<b>8. Theater signs</b> <b>a. Identification</b>	Wall	1 per street frontage	2 sq. ft. of sign area per linear ft. of building frontage. 200 sq. ft. maximum total sign area.	Below edge of roof unless on architectural element that extends above roof edge. See additional requirements.	None	Yes	1. Architectural element shall be integral part of theater building design. 2. Not more than 25% of architectural element shall be devoted to sign area.
<b>b. Marquee</b>	Marquee – changeable copy allowed	1 per use	40 sq. ft. for each screen or stage	Below edge of roof	None	Yes	Allowed in addition to other theater signs, only for displaying movie or performance titles.
<b>c. Poster case</b>	Glass-enclosed poster case	2 per screen or stage	20 sq. ft. for each poster case	10 ft.	None	Yes	Shall be used only to display posters for current or forthcoming movies or performances.
<b>9. Temporary sales and promotional signs</b>	Temporary	2 per use	50 sq. ft. total, but shall not exceed 25% of any window area if located in window.	Below edge of roof for one-story buildings, or below sills of second story windows for multistory buildings.	None	No	May be displayed up to 3 times per calendar year. Maximum of 30 days per display period.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

#### **19.34.040 General Provisions for On-Site Signs.**

*A. Encroachment into Public Right-of-Way.* No sign shall encroach into a public right-of-way, except that a blade or bracket sign or awning attached to a building façade may project a maximum of three feet over a

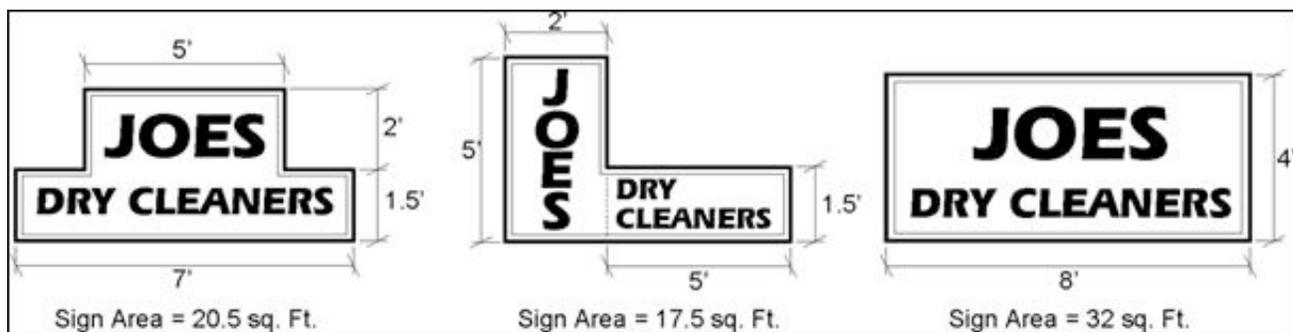
public sidewalk, if the lowest part of the sign is at least eight feet above the sidewalk surface, with the approval of the City Engineer.

B. *Illumination of Signs.* The illumination of signs, either from an internal or external source, shall be designed to avoid negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:

1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign;
2. Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign;
3. Signs shall not have blinking, flashing, or fluttering lights, or other illuminating devices that have a changing light intensity, brightness, or color, except for large screen video signs approved in compliance with Section 19.34.070(H), and creative signs approved in compliance with Section 19.34.060;
4. Signs shall not use colored lights or other design elements that may be confused with or mistaken for traffic-control devices;
5. Reflective type bulbs and incandescent lamps that exceed fifteen watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is visible from a public right-of-way or adjacent property; and
6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

C. *Measurement of Sign Area.\**

1. The surface area of a sign shall be calculated by enclosing the extreme limits of all lettering, background, emblem, logo, representation, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines drawn at right angles. See Figure 3-10.



**Figure 3-10**  
**SIGN AREA MEASUREMENT**

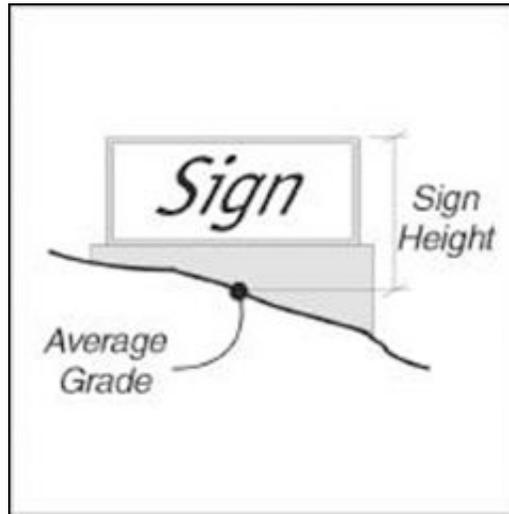
2. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
3. Double-faced (back-to-back) signs shall be regarded as a single sign with one face measured when calculating sign area, only if:
  - a. Mounted on a single structure; and
  - b. The distance between each sign face does not exceed two feet at any point. This provision shall not apply to off-site billboards.
4. A sign that consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects,

sculpture, or statue-like trademarks), shall be processed as follows:

a. Signs with three-dimensional objects that project more than six inches from the sign face are subject to Section 19.34.060 (Creative Signs). All dimensions shall be shown on the submitted plans.

b. Signs with three-dimensional objects that project six inches or less from the sign face shall be measured as a flat sign.

5. Time and temperature devices shall not be included within the measurement of maximum sign area (See Section 19.34.050 - Time and Temperature Signs).\*



**Figure 3-11**  
**SIGN HEIGHT**

D. *Measurement of Sign Height.* The height of a sign shall be measured as the vertical distance from the uppermost point used in measuring the area of the sign to the average grade immediately below and adjoining the sign.

E. *Sign Copy.* The sign copy (text) of permanent signs shall relate only to the name or nature of the business. Permanent signs that advertise continuous sales or special prices shall not be allowed.

F. *Sign Maintenance.* Signs and supporting hardware, including temporary signs and time or temperature signs shall be structurally safe, clean, free of visible defects, and functioning properly at all times. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.

G. *Sign Removal or Replacement.* When a sign is removed or replaced, all brackets, poles, and other structural elements that supported the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure.

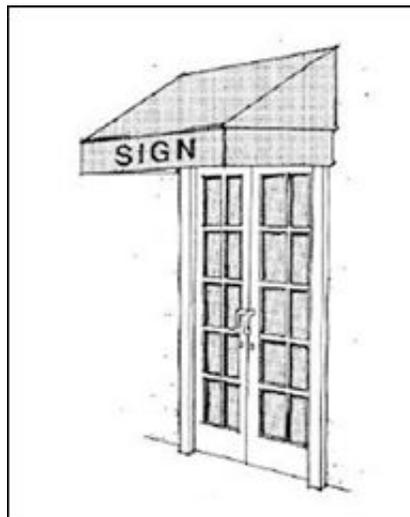
H. *Window Coverage.* Windows, including glass doors, shall not be covered by signs in excess of 25 percent of the total glass area.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.050 Standards for Specific Types of Signs.**

A. *Awning and Canopy Signs.* Awning and canopy signs may be allowed only as an integral part of the awning or canopy to which they are attached or applied, as follows.

1. Location. Signs may be placed only on awnings that are located on first- and second-story building frontages (as restricted by Table 3-12), including those fronting a parking lot or pedestrian way.
2. Maximum Area and Height. Sign area shall comply with the requirements established by Section 19.34.030 (Sign Standards by Zoning District). No structural element of an awning or canopy shall be located less than eight feet above finished grade. An awning valance may be located up to seven feet above finished grade.
3. Lighting. Downward-directed light fixtures may be allowed within or under an awning only if they do not illuminate the awning itself. This limitation does not apply to creative signs.
4. Required Maintenance. Awning and canopy signs shall be regularly cleaned and kept free of dust and visible defects.



**Figure 3-12**

**CANOPY/AWNING SIGN**



**Figure 3-13**

**BLADE/BRACKET SIGN**

**B. Blade/Bracket Signs.**

1. **Location.** Blade or bracket signs shall be placed only on a ground floor façade, near the main entrance of the business, except for businesses located above the ground level with direct exterior pedestrian access.
2. **Maximum Height.** The lowest point of a blade or bracket signs shall be at least eight feet above finished grade.
3. **Sign Structure.** Sign supports and brackets shall be compatible with the design and scale of the sign.

**C. Changeable Copy Signs.**

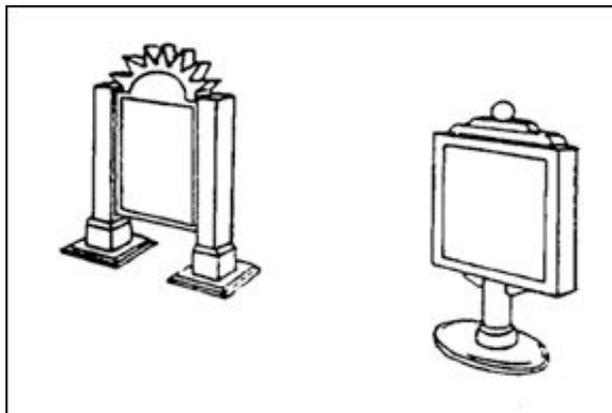
1. **Limitations on Use and Sign Area.** Changeable copy signs may only be allowed:

- a. In conjunction with facilities used exclusively for the presentation of theatrical, cultural, or religious events subject to the approval of a comprehensive sign program (Section 19.34.120), and limited to one sign per façade of main structure with a maximum of fifteen square feet per sign.
- b. To advertise products, services, and prices in conjunction with a retail business and limited to a maximum area of three square feet (see Section 19.34.110 - Exemptions from Sign Permit Requirements).

2. **Signs in Windows or Doors.** Changeable copy signs located in windows or doors shall be included in the 25 percent maximum window and door coverage.

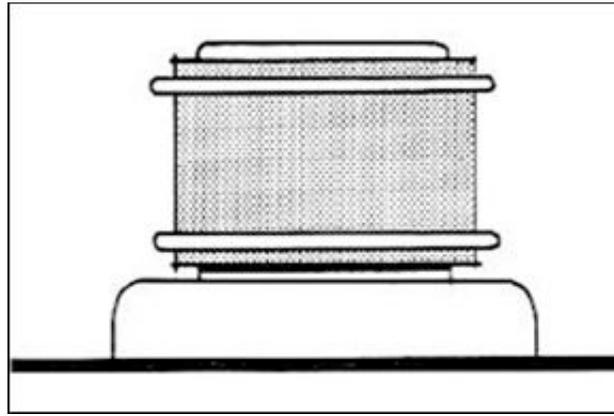
**D. Elevated Monument Signs.** An elevated monument sign may be allowed when the Director determines that a wall sign would not be easily seen from the public street and there is sufficient area on the site to accommodate a freestanding sign.

1. **Location.** The sign may be located only on a site frontage adjoining a public street.
2. **Maximum Area and Height.** The sign shall have a maximum height of three feet and a maximum area of four square feet. The area of the sign shall be counted towards the maximum allowable sign area for the use specified by Tables 3-11 and 3-12.\*
3. **Sign Mounting.** The sign shall be mounted on one or more posts or have a solid monument-type base. Posts shall not have a diameter greater than twelve inches.



**Figure 3-14**

**ELEVATED MONUMENT SIGN**



**Figure 3-15**  
**MONUMENT SIGN**

E. *Monument signs.* A monument sign may be allowed when the Director determines that a wall sign would not be easily seen from the public street and there is sufficient area on the site to accommodate a freestanding sign.

1. Location. The sign may be located only along a site frontage adjoining a public street.
2. Maximum Area and Height. The sign shall comply with the height and area requirements established by Section 19.34.030 (Sign Standards by Zoning District).
3. Design. The design of a monument sign shall be consistent with the overall scale of the building. The design and placement of the sign shall not obstruct traffic safety sight areas.
4. Landscaping Requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, 20 square feet of sign area = 40 square feet of landscaped area. The Director may reduce or waive this requirement if it is determined that the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

F. *Temporary Signs.* Temporary signs are allowed only in compliance with the standards in Table 3-13, or as provided in Table 3-12. These signs are exempt from sign permit requirements when in compliance with the provisions of Table 3-13. See also Section 19.34.040(H) regarding temporary window signs.

**TABLE 3-13**  
**REQUIREMENTS FOR TEMPORARY SIGNS**

[Explanatory Notes Follow at the End of the Table]

<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Area</b>	<b>Maximum Height</b>	<b>Time Limit</b>	<b>Additional Requirements</b>
<b>Banners in public right-of-way</b>	Not applicable	Not applicable	Not applicable	Not applicable	Shall be installed by the City or in compliance with an agreement with the City
<b>Construction signs</b>	1 per street frontage	32 sq. ft. per sign. Construction sites for one single project on	6 ft.	Shall be removed following Final Building Inspection	Shall contain only the names of architects, engineers, and

		one or more lots that add up to 25,000 sq. ft. or more may replace all allowable construction signs with one single sign of 160 sq. ft. or less			contractors working on the site and/or renderings and information on the project
<b>Future occupant signs</b>	1 per street frontage	32 sq. ft. per sign. Construction sites for one single project on one or more lots that add up to 25,000 sq. ft. or more may replace all allowable future occupant signs with one single sign of 160 sq. ft. or less	6 ft.	Shall be removed upon first occupancy of the site	Shall contain only the names and/or logos of future occupants of the site
<b>Holiday decoration signs</b>	No maximum	No maximum	No maximum	Shall not be displayed more than 30 days before holiday and removed within 10 days following	Shall contain no advertising material

[Table Continues on Next Page]

TABLE 3-13 (Continued)  
REQUIREMENTS FOR TEMPORARY SIGNS

[Explanatory Notes Follow at the End of the Table]

Sign Type	Maximum Number	Maximum Area	Maximum Height	Time Limit	Additional Requirements
<b>Motor vehicle for sale signs</b>	1 per vehicle	2 sq. ft.	Not applicable	No limitation	Allowed for vehicles located in approved sales lots only
<b>New business signs</b>	1 per street frontage	1 sq. ft. for each lineal foot of building frontage facing a street	Below edge of roof.	60 days maximum	Shall be removed upon installation of permanent sign
<b>Political signs</b>	No maximum	12 sq. ft. per sign, except billboards	5 ft.	Shall be removed within 10 days after the election if its message is connected with a candidate or proposition	Shall not project more than 6 in. from any structure or may be freestanding. Allowed on private property only.
<b>Real estate signs — Residential</b> <sup>1,3</sup>					

Existing residential buildings & unimproved property (see below for common interest)	1 per street frontage 2 riders per sign	432 sq. in. 76 sq. in. per rider	42 in. 6 ft. for unimproved property.	Shall be removed at end of listing period or upon sale or lease, whichever occurs first	None
Open houses On-site signs	1 sign and 4 flags per open house, on-site only	Not applicable	Not applicable	Shall not be installed before 8:00 a.m. on the day of the open house and shall be removed immediately after the open house	None
Open houses Off-site signs	1 per corner; maximum of 4 per intersection	18" high 24" wide	42" for sign on a stake 36" for A-frame sign	On Saturday, Sunday, and Tuesday only, from 11:00 a.m. to 7:00 p.m.	To be placed on private property Only text permitted is "open house" with an arrow in direction of the property, address of the property, and name of brokerage house and/or agent Double-faced sign only, 1 flag allowed if attached to the sign, no riders

TABLE 3-13 (Continued)

## REQUIREMENTS FOR TEMPORARY SIGNS

[Explanatory Notes Follow at the End of the Table]

Sign Type	Maximum Number	Maximum Area	Maximum Height	Time Limit	Additional Requirements
New residential buildings	1 sign No riders	12 sq. ft.	6 ft.	Shall be removed within 6 months of Certificate of Occupancy, or occupancy, whichever occurs first	None
Common interest residential developments	1 per unit 2 riders per unit	150 sq. in. per unit 30 sq. in. per rider	42 in.	Shall be removed at end of listing period or upon sale or lease, whichever occurs first	Signs for individual units may only be mounted on 1 common sign for projects of 50 or more units, with a Sign Permit per table 3-11
<b>Real estate signs — Commercial</b> <sup>2, 3</sup>					

Improved commercial property	1 per street frontage 2 riders per sign	16 sq. ft. 576 sq. in. max. for all riders	6 ft.	Shall be removed at end of listing period or upon sale or lease, whichever occurs first	None
Individual commercial tenant spaces	1 per tenant space 2 riders maximum	6 sq. ft. 216 sq. in. max. for all riders	6 ft.	Shall be removed at end of listing period or upon sale or lease, whichever occurs first	None
Unimproved commercial property	1 per arterial street frontage 2 riders per sign	16 sq. ft. 576 sq. in. max. for all riders	6 ft.	Shall be removed at end of listing period or upon sale or lease, whichever occurs first	None

**Notes:**

- (1) Residential real estate signs: no window signs are allowed. Signs may be placed in front or side setback area only.
- (2) Commercial real estate signs shall comply with the following requirements:
  - (a) The signs are allowed on private property only subject to the owner's permission. Real estate signs shall not be placed in a public right-of-way or at an off-site location.
  - (b) The signs shall be non-illuminated.
  - (c) The signs shall be constructed of durable, rigid material suitable to their location and purpose. Only interior window signs may be made of nonrigid material.
- (3) Other signs are allowed if expressly permitted by state law notwithstanding local regulations.

G. *Time or Temperature Signs.* A time or temperature sign may be allowed on a site in addition to the other signs allowed by this chapter. (See Section 19.34.110 regarding exempt signs.)

1. **Maximum Area and Height.** The sign shall have a maximum area of ten square feet, and shall comply with the height requirements established by Section 19.34.030 (Sign Standards by Zoning District).

2. **Design.** The sign shall be designed in a manner that is compatible with other signs on the site and with the structure on which it is placed.

H. *Wall Signs.* Where allowed by Tables 3-11 and 3-12, a wall sign shall comply with the following additional requirements.

1. **Location.** The sign shall not be placed to obstruct any portion of a window, doorway, transom, or other architectural detail.

2. **Maximum Area and Height.** The sign shall not project above the edge of the roof of a structure, and shall comply with the height requirements established by Section 19.34.030 (Sign Standards by Zoning District).

3. **Projection From Wall.** The sign shall not project from the surface upon which it is attached more than required for construction purposes and in no case more than twelve inches. See also Section 19.34.040(C)(4) for three-dimensional elements on wall signs.

(Ord. 09-832 § 5, 2009; Ord. 04-683 (Attachment A (part)), 2004; Ord. 02-643 § 29, 2003; Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.060 Creative Signs.**

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A. *Purpose.* This section establishes standards and procedures for the design, review, and approval of creative signs. The purposes of this creative sign program are to:

1. Encourage signs of unique design, and that exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the city, while mitigating the impacts of large or unusually designed signs.

B. *Applicability.* An applicant may request approval of a sign permit for a creative sign to authorize on-site signs that employ standards that differ from the other provisions of this chapter but comply with the provisions of this section.

C. *Application Requirements.* A sign permit application for a creative sign shall include all information and materials required by the department, and the filing fee set by the city's Fee Resolution.

D. *Procedure.* A sign permit application for a creative sign shall be subject to review and approval by the Director when the proposed sign is fifty square feet or less, and by the Commission when the sign is larger than fifty square feet. Notification for a sign permit for a creative sign shall be given in the same manner specified by this Zoning Ordinance for Director-approved development permits in Chapter 19.48.

E. *Design Criteria.* In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria:

1. Design Quality. The sign shall:
  - a. Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
  - b. Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
  - c. Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
2. Contextual Criteria. The sign shall contain at least one of the following elements:
  - a. Classic historic design style;
  - b. Creative image reflecting current or historic character of the city;
  - c. Symbols or imagery relating to the entertainment or design industry; or
  - d. Inventive representation of the use, name, or logo of the structure or business.
3. Architectural Criteria. The sign shall:
  - a. Utilize or enhance the architectural elements of the building; and
  - b. Be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features and details of the façade.
4. Neighborhood Impacts. The sign shall be located and designed not to cause light and glare impacts

on neighboring residential uses.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.070 Comprehensive Sign Program.**

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A. *Purpose.* A comprehensive sign program is intended to:

1. Integrate the design of the signs proposed for a development project with the design of the structures, into a unified architectural statement; and
2. Provide a means for defining common sign regulations for multi-tenant projects, to encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of this chapter.

B. *Applicability.* The approval of a comprehensive sign program shall be required whenever any of the following circumstances exist, or whenever an applicant requests the approval of a comprehensive sign program:

1. Two or more separate tenant spaces are to be created on the same parcel;
2. A new project is proposed with five or more non-exempt signs;
3. Two or more new signs are proposed during any 12-month period, at an existing business with five or more non-exempt signs; and
4. The Director determines that a comprehensive sign program is needed because of special project characteristics (e.g., the size of proposed signs, limited site visibility, a business within a business, the location of the site relative to major transportation routes).

C. *Approval Authority.* The Director may approve a comprehensive sign program through the granting of a sign permit for a comprehensive sign program.

D. *Application Requirements.* A sign permit application for a comprehensive sign program shall include all information and materials required by the department, and the filing fee set by the city's Fee Resolution.

E. *Standards.* A comprehensive sign program shall comply with the following standards:

1. The program shall comply with the purpose of this chapter, the *Sign Design Guidelines*, and the overall intent of this section;
2. The signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the comprehensive sign program, to the structures or developments they identify, and to surrounding development;
3. The program shall accommodate future revisions that may be required because of changes in use or tenants; and
4. The program shall comply with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, or height to the extent that the comprehensive sign program will enhance the overall development and will more fully accomplish the purposes of this chapter.

F. *Revisions to Comprehensive Sign Programs.* Revisions to a comprehensive sign program may be approved by the Director with a standard sign permit if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require the approval of a new comprehensive sign program.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.080 Off-Site Signs.**

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A. *Purpose.* This section provides standards for off-site signs, including standard and creative billboards, district identification signs, large screen video signs, and tall wall signs.

B. *Applicability.* With the exception of large screen video signs allowed in the CR zone in compliance with subsection (H), below, off-site signs may be allowed in compliance with this section only within the SSP (Sunset Specific Plan) zoning district in compliance with the Sunset Specific Plan, and within the Eastside Redevelopment Project Area in compliance with subsection (J), below. (For other districts, see Section 19.34.090 - Prohibited and Restricted Signs.)

C. *Permit Requirement.* A sign permit issued in compliance with Section 19.34.100 (Sign Permits) shall be required for any off-site signs allowed under the provisions of this section, except where a different permit requirement is established by this section for a specific type of sign.

D. *Approval Authority.* The Commission shall have the authority to approve district identification signs, large-screen video signs, conditional use permits for tall wall signs, creative billboards requested for periods longer than six months, second sides for existing billboards, and new billboards integrated into new construction. The Director may approve all other off-site signs.

E. *Billboards - Creative.* A creative billboard may be approved as a temporary modification to an existing billboard, in compliance with this section. The following regulations are intended to encourage creatively designed billboards that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. *Limitation on Location.* Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing billboard.

2. *Approval Authority.* A creative billboard is subject to approval by the Director or the Commission based on the proposed length of display of the creative billboard per subsection (3), below. A Director-approved creative billboard shall not be subsequently considered for approval or extension by the Commission.

3. *Time Limit.*

a. The Director may approve the placement of a creative billboard for a maximum period of six months. No extensions of the approved time limit are permitted and the creative billboard shall be removed immediately upon expiration.

b. The Commission may approve the placement of a creative billboard for a maximum of two years, and may grant extensions of time to the two-year limit at its discretion, provided that the sign continues to meet the intentions and requirements of this section.

4. *Standards.* A creative billboard shall be designed and located in compliance with all of the following standards.

a. The creative billboard shall alter an existing billboard without changing its location, or exceeding the height limitations identified in the Sunset Specific Plan. Any enlargement of the billboard shall be designed as an integral part of the billboard and contribute to the overall creativity of its design.

b. The creative billboard shall be properly sited and well integrated within the context of its surroundings.

c. The creative billboard shall not have more impact on public or private views than the building envelope allowed by the Sunset Specific Plan.

d. The creative billboard shall exhibit one of the following elements:

(1) Architectural: The proposed creative billboard is compatible with the architectural elements of the structures or site; or

(2) Media: The proposed creative billboard incorporates neon, unique lighting techniques, electronic graphics, moving or animated mechanical elements, three-dimensional elements, City of West Hollywood logo, or other creative concepts deemed appropriate by the review authority. Use of LCD or LED technology as part of a creative sign may only be approved by the Planning Commission.

e. Moving or changing visuals shall be timed to not cause confusion or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.

f. The creative billboard shall not result in removal or substantial alteration of trees or landscaping in nearby public parks or in the public right-of-way. Any trimming deemed by the city to be reasonable to accommodate a sign shall be undertaken only by the city's Landscape and Maintenance Division.

g. Lighting of the creative billboard shall be designed to minimize glare onto other properties and uses.

5. Public Notice. Prior to the consideration for approval of a creative billboard by the Commission, public notice shall be provided in the form of a quarter-page advertisement in a local newspaper and a mailing to all owners and occupants of parcels within 500 feet of the site where the billboard is proposed. All notification shall be at least ten days before the Commission hearing.

6. Revocation. Any Creative Billboard approved by the Commission may be subject to revocation or modification in compliance with Section 19.80.060 (Revocation and Modifications).

#### F. *Billboards - Standard.*

1. Limitation on Location. Standard billboards may be approved only within the SSP (Sunset Specific Plan) zoning district at locations identified in the city's Sunset Boulevard Billboard Inventory for existing billboards and at locations expressly identified in the SSP as possible sites for new billboards.

2. Limitation on Number. No more than one billboard may be incorporated into any parcel or lot.

3. Standards for New Billboards. Billboards shall be:

a. Located, designed, constructed and maintained in compliance with the provisions of the Sunset Specific Plan (SSP).

b. Restricted in number to one billboard per site or parcel and restricted in location to sites specifically identified in the SSP; and,

c. Permitted only in conjunction with new construction of at least 10,000 square feet or a substantial remodel, pursuant to Section 19.48.020(E) of this code.

4. Standards for Existing Billboards. Existing billboards and support structures may be replaced provided that the dimensions of the billboard are not increased and the billboard is replaced substantially in the same location as the previous billboard in compliance with the following:

a. The height of the replacement billboard shall not exceed the height of the previous billboard. If the previous billboard was higher than the height allowed by the Sunset Specific Plan then none of the following provisions shall apply and the billboard shall be replaced in exactly the same location and dimensions as previously existed. Notwithstanding this paragraph, the billboard may be relocated so as not to exceed the height limit and adjusted as described below.

b. The location of the replacement billboard shall not vary more than five feet in a side-to-side or front-to-back direction from the previous location. In no case shall the billboard be located closer than three feet from a front property line unless already existing in that location.

c. The position of the replacement billboard face shall not vary more than ten degrees of rotation from the previous position.

5. **Addition of Second Billboard Face.** The intent of allowing a second billboard face to be added to an existing billboard is to cover the unsightly supporting back structure of the existing billboard. The addition of a second billboard face on an existing single-sided billboard on Sunset Boulevard and identified in the billboard inventory may be allowed by the Commission after a public hearing, provided that the proposal complies with all of the following:

- a. The new billboard face is no larger than the existing billboard face and no part of the new billboard face exceeds the dimensions of the existing face;
- b. The height of the billboard is not increased;
- c. If the existing billboard height exceeds the height limitation of the zoning district, the height of the existing billboard shall be reduced to comply with the height limitation of the Sunset Specific Plan. Notwithstanding, a second side may be allowed above the height limit on a billboard mounted directly on a rooftop if the existing billboard is kept in the exact location with no change of angle and provided that both the existing and proposed second billboard face are fully visible from a point along Sunset Boulevard at ground level and that the proposed second billboard face otherwise meets all requirements of this section;
- d. The angle of the billboard in relation to Sunset Boulevard is not changed by more than ten degrees, based on a certified survey;
- e. The new billboard face is visible from and generally stands perpendicular to Sunset Boulevard;
- f. Existing vegetation may not be removed or significantly trimmed in order to create a view corridor for the second billboard face;
- g. One-sided billboard faces that are part of an existing “v-shaped” billboard may not be converted into a two-sided billboard;
- h. The addition of a second face does not create a “v-shaped” billboard;
- i. The angle of the billboard may be changed only once;
- j. Any change in the angle of the billboard shall not have a negative impact on residential property;
- k. Maximum distance between billboard faces shall be six feet, and the new billboard face shall be mounted on the same support structure as the existing billboard; and
- l. The new billboard face shall serve to effectively screen the back supporting structure of the existing billboard.

*G. District Identification Signs.* A district identification sign is an off-site sign for the identification of a specific district or center identified in the General Plan or a business improvement or redevelopment area approved by the Council.

1. **Procedure.** Hearing notice shall be sent to all businesses within a district or redevelopment area, or to owners of property within 500 feet of the site, whichever is less.
2. **Standards.** District identification signs shall not:
  - a. Interfere with pedestrian or vehicular safety to the satisfaction of the Director of Transportation and Public Works;
  - b. Detract from the pedestrian quality of the surrounding area; or
  - c. Add to an over-proliferation of signs on one property or in an area.
3. **Maintenance Agreement Required.** The owner of the sign shall enter into an agreement with the city for funding the ongoing cleaning, maintenance, and repair of the sign subject to the approval of the Director of Transportation and Public Works.

#### H. *Large screen Video Signs.*

1. **Criteria for Eligibility.** Large screen video signs shall be allowed only in conjunction with new construction of 5,000 square feet or more. Large screen video signs may be approved along Sunset Boulevard on parcels within Geographic Areas Three, Four, Six, or Seven in the Sunset Specific Plan or when the signs are located in the CR zone and meet all of the following criteria:
  - a. The site where the sign is located is designated gateway node under the General Plan.
  - b. The site where the sign is located is designated a light way or glow way under the Santa Monica Boulevard Master Plan.
  - c. The large screen video sign is a component of a special lighting concept contributing the project's gateway status as a glow way or light way as required by the Santa Monica Boulevard Master Plan.
2. **Procedure.** Public notice shall be provided as required by Chapter 19.48 for a Development Permit.
3. **Standards.** Proposed video signs shall comply with the following standards:
  - a. The sign shall be at least 100 square feet in screen area.
  - b. In the Sunset Specific Plan area, no more than four large screen videos shall be allowed.
  - c. If the sign is located in the CR zone, the sign shall be at least 200 feet away from any residentially zoned property and 1000 feet away from any other large screen video in West Hollywood.
  - d. If the sign is located in the CR zone, the sign shall be no larger than 500 square feet in size.
  - e. Off-site advertising shall be limited to the large-screen video portion of the sign.
4. **Time Limits and Extensions.** Large screen video signs shall be installed within two years from the date of approval. The Director may, upon request before the expiration date, extend the permit one time for an additional six months in compliance with Chapter 19.62 (Permit Implementation, Time Limits, and Extensions).
5. **Art Requirement.** Large screen video signs approved within the Sunset Specific Plan must have arts programming to satisfy the applicant's urban art obligation. Each of these video signs shall provide a minimum of thirteen minutes of arts programming per hour, as approved by the Fine Arts Commission. Four minutes of public service announcements may be substituted for four minutes of arts programming. The arts programming on the sign shall be provided on an on-going basis for the life of the project.

#### I. *Tall Wall Signs.*

1. **Permit Requirement.** Conditional use permit approval shall be required for use of any wall proposed to be used for tall wall signs including those that have been used for tall wall signs prior to May 2, 2001. Once a conditional use permit has been granted, the tall wall image may be changed subject to a zone clearance.

The conditional use permit shall identify the specific building wall where the sign is authorized and the specific area in which the image may be displayed. Any change to the approved image area shall require an amendment to the conditional use permit.

2. **Application Requirements.** An application for wall approval shall include a survey certified by a licensed surveyor verifying the size of the wall and amount of window space on the wall, and a detailed lighting plan. The application shall also include any supplemental information determined by the Director to be necessary to show that the wall can meet the standards required in sub-section 5, below.
3. **Exception for Existing Tall Walls.** Any location at which a tall wall was legally permitted and installed within six months prior to May 2, 2001, may continue to receive zone clearances for changes in the wall image provided that a conditional use permit application for use of the wall is submitted and found to be complete by November 2, 2001. This exception shall apply as long as a decision on the conditional use permit is pending.

If a complete application has not been received by the above date, no further tall wall signs may be approved at the location except in compliance with the provisions of this section.

4. Time Limit. A zone clearance for a tall wall image shall expire six months from date of approval, after which the image must be removed. The Director may approve only one extension for an additional six months.
5. Standards. Tall wall signs shall not be approved unless all of the following standards are met:
  - a. A tall wall sign shall have a minimum image area of 5,000 square feet.
  - b. The image area may include the use of windows, provided that windows comprise no more than 15 percent of the image area and provided further that any material used to cover windows allows visibility through the windows from the building's interior.
  - c. The sign shall be designed and oriented to provide an unobstructed view of the minimum image area of the sign from at least one pedestrian vantage point at ground level on Sunset Boulevard, but shall not be located on a building façade facing Sunset Boulevard.
  - d. The area of the sign containing text shall not exceed 15 percent of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area).
  - e. The wall occupied by the sign may have separate planes, provided that the sign is perceived as a continuous image from at least one point on Sunset Boulevard.
  - f. The sign shall be applied directly to the wall of the structure.
  - g. The wall shall contain no other signs, except for street address, building identification sign, or the logo of the primary tenant.
  - h. The use of the proposed wall for a tall wall sign shall not substantially impair the aesthetic appeal of the building's architecture.

J. *Billboards - Replacement in the Eastside Redevelopment Project Area.*

1. Replacement of existing billboards is permitted within the Eastside Redevelopment Project Area on a one-for-one basis when substantial rehabilitation or redevelopment necessitates the removal of a billboard, provided an application for a rehabilitation/redevelopment project is deemed complete within five years following December 31, 2003. Applications for replacement of billboards shall be accompanied by a survey prepared to the satisfaction of the Director by a licensed surveyor or engineer indicating the location, size, and height of the existing billboard on the property. For purposes of this zoning code provision, substantial rehabilitation or redevelopment is defined as construction exceeding fifty percent of the replacement cost of a building as determined by the City's Building Department based on the most current International Conference of Building Officials (ICBO) Index.
2. Construction of new billboards within the Eastside Redevelopment Project Area is prohibited.
3. A certificate of occupancy is required for the property redeveloped or rehabilitated prior to issuance of a permit for the reinstallation of a billboard.
4. The Commission shall have the authority to approve the replacement of an existing billboard proposed as part of a redevelopment or rehabilitation project within the Eastside Redevelopment Project Area.
5. Standards for Replacement Billboards. Replacement of existing billboards shall be subject to the following standards:
  - a. The maximum area of the replacement billboard shall not exceed the area of the existing billboard.
  - b. The maximum height for replacement billboards within the CC and CN zoning districts from

existing grade to top of sign shall not exceed the height of the existing billboard prior to redevelopment (as determined by a survey prepared by a licensed surveyor or engineer and as approved by the City). The maximum height for a billboard within the CA zoning district from existing grade to the top of billboard shall not exceed the maximum height established for the CA zoning district.

c. Except as provided for in subsection (d), below, if a redevelopment project does not result in an increase in building footprint or height, the replacement billboard shall be reinstalled in the same location as existed prior to redevelopment. In cases where redevelopment results in increased building scale and mass, the reinstallation of the billboard may be installed in an alternate location on the building provided the alternative location results in improved off-site views of the project and does not have a negative impact on surrounding residential property and subject to a finding by the Planning Commission that the alternate location does not negatively impact existing views currently enjoyed by surrounding properties.

d. Billboards may be incorporated into the architecture of the building pursuant to subdivision (c), above, if the design of the building is determined by the Planning Commission to be of exemplary design. A maximum distance of six feet shall be permitted between the base of the sign face and the top of a building.

e. Addition of a second face to a replacement billboard is prohibited.

(Ord. 04-684 § 5 (Att. A), 2004; Ord. 03-672 § 5 (part), 2003; Ord. 01-604 §§ 5, 6, 2001; Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.090 Prohibited and Restricted Signs.**

A. *Prohibited Signs.* The following signs are inconsistent with the purposes and standards of this chapter and are prohibited in all zoning districts:

1. Cabinet (can) signs;
2. Notices, placards, bills, posters, cards, stickers, banners, signs, advertising, or other devices designed to attract the attention of the public that are posted or otherwise affixed upon any street, street furniture, right-of-way, public sidewalk, crosswalk, curb, lamppost, hydrant, tree, alley, telephone pole, public telephone, or lighting system, or other public alarm or communication system, or on private property, except as allowed by this chapter;
3. Obscene or offensive signs containing statements, words, or pictures of an obscene or indecent character which appeal to the prurient interest in sex, or which are patently offensive and do not have serious literary, artistic, political, or scientific value;
4. Off-site signs not specifically allowed by the provisions of Section 19.34.080 (Off-Site Signs);
5. Painted signs on fences or roofs, except street addresses;
6. Portable signs, except for valet signs (see Section 19.34.110(C)(7)) and menu signs within approved outdoor dining areas (see Section 19.34.110(C)(2));
7. Signs advertising home occupations;
8. Signs erected in a manner that a portion of their surface or supports will interfere with the free use of a fire escape, exit or standpipe, or obstruct a required ventilator, door, stairway, or window above the first story, or create other hazards;
9. Signs not in compliance with the provisions of this chapter;
10. Signs using words, colors, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic and safety; and
11. Vehicle signs attached to or painted on motor vehicles that are parked on or adjacent to property for

more than 24 consecutive hours, the principal purpose of which is to attract attention to a product sold or business located on the property;

12. Inflated signs, balloons, and figures; and
13. Mobile billboards.

B. *Restricted Signs.* The following signs are generally inconsistent with the purposes and standards of this chapter but may be allowed under certain circumstances or through sign approval programs that offer incentives to encourage well designed, creative signs (e.g., comprehensive sign program, creative sign, creative billboard, etc).

1. Animated, moving, flashing, blinking, reflecting, revolving, or other similar signs or signs that incorporate these elements are prohibited unless approved as a creative sign;
2. Awnings that are internally illuminated are prohibited unless approved as a creative sign;
3. Banners, streamers, and pennants, are prohibited unless allowed for a temporary use by Section 19.34.050(F) (Temporary Signs). See also Section 19.34.030, Table 3-12.
4. Changeable copy signs over three square feet, are prohibited unless approved through a comprehensive sign program (Section 19.34.120) and in compliance with Section 19.34.050(C) (Changeable Copy Signs);
5. Electronic graphic signs, are prohibited except:
  - a. Time or temperature signs;
  - b. Large screen video displays in compliance with Section 19.34.070(H);
  - c. A creative sign in compliance with Section 19.34.060; or
  - d. A sign that is five square feet or smaller in compliance with Section 19.34.100.
6. Murals are prohibited except for tall wall signs in compliance with Section 19.34.080(I), or those approved by the Fine Arts Commission;
7. Roof signs extending above the edge of the roof of a structure are prohibited unless approved as a creative sign;
8. Signs emitting audible sounds, odors, or visible matter are prohibited unless approved as a creative sign or creative billboard; and
9. Pole signs are prohibited unless approved as creative signs.  
(Ord. 07-773 § 7, 2007; Ord. 02-643 § 30, 2003; Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.100 Sign Permits.**

Sign permits shall be prepared, filed, processed, and approved or denied in compliance with this section.

A. *Application Processing and Fee.* A sign permit application shall include the information and materials required by the department, and the filing fee set by the City's Fee Resolution.

B. *Review Authority.* The Commission shall have the authority to approve district identification signs, creative signs as specified by Section 19.34.060 (Creative Signs), large screen video signs, and the addition of a second billboard face on an existing single-sided billboard on Sunset Boulevard and identified in the billboard inventory. The addition of a second billboard face shall require approval by the Planning Commission at a public hearing. The Director may approve all other types of signs. Appeals of decisions of the Commission or Director shall be processed in compliance with Chapter 19.76 (Appeals).

C. *Criteria for Approval.* The Director or Commission may approve a sign permit if the proposed sign:

1. Meets the requirements of this chapter;
2. Is in compliance with the *Sign Design Guidelines*;
3. Would not interfere with pedestrian or vehicular safety;
4. Would not detract from the character of a historic or architecturally significant structure;
5. Would not be located so as to have a negative impact on adjacent property;
6. Would not detract from the pedestrian quality of street or area; and
7. Would not add to an over-proliferation of signs on a particular property.

D. *Modification of Standards.* Modifications to the requirements of this chapter may be requested in compliance with Chapter 19.60 (Variances and Modifications).

E. *Revocation or Modification of Sign Permits.* The Director may revoke or modify a sign permit, in compliance with Section 19.80.060 (Revocations and Modifications) if it is found that the signs has been erected, altered, reconstructed, or is being maintained in a manner that is inconsistent with the approved permit.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

#### **19.34.110 Exemptions from Sign Permit Requirements.**

Sign permits shall not be required for the signs listed in this section. These exempt signs shall not be included in the determination of the total allowable number of signs or total allowable sign area for a site.

A. *Flags.* The flag of the United States of America and other nations, states, countries, or municipalities, and flags of incorporated nonprofit organizations or service clubs provided that the pole height shall not exceed 25 feet in height above finished grade within five feet of the pole if located on the ground or ten feet if located on a roof. The length of the flag shall not exceed one-quarter of the height of the pole. No more than three flags per parcel shall be allowed. More or larger flags may be allowed subject to approval by the Director.

B. *Permanent Signs Without Size Limitations.* The following permanent signs are exempt from sign permit requirements and their size is not limited by this chapter.

1. Official Signs. Official and legal notices required by a court or governmental agency;
2. City Signs. Any sign erected by the City;
3. Federal and State Signs. A sign erected by a Federal or State agency to the extent that the city is precluded from regulation by the doctrine of preemption.
4. Historic Signs. A sign on a historic structure or the adjacent right-of-way in compliance with a City program.
5. Signs in the Public Right-of-Way. Off-site signs that are part of and accessory to bus shelters, transit shelters, pay phones, trash receptacles, and other similar street furniture located in the public right-of-way and installed by the City or in compliance with an agreement with the City. This includes banners attached to streetlights and other similar structures.

C. *Permanent Signs With Size and Number Limitations.* The following permanent signs are exempt from sign permit requirements when in compliance with the requirements of this subsection.

1. Affiliation Signs. Signs that provide notices of services (e.g., trade affiliations, credit cards accepted) provided the signs are attached to the structure. Signs or notices shall not exceed one-half square foot

in area for each sign, and no more than three signs are allowed for each business;

2. **Changeable Copy Signs.** Signs with readily changeable copy or text (e.g., chalkboard) limited to one sign per business not to exceed three square feet in area. For larger changeable copy signs, see Section 19.34.050(C)).
3. **Gasoline Pump Signs.** Signs identifying the brand, types, and octane rating provided the signs do not exceed two square feet for each pump face. Also includes equivalent signs for alternative fuel/electric vehicle recharging stations.
4. **Name Plaques.** Commemorative plaques, tables, dates of construction, and the like when carved in stone, concrete, or similar materials or made of bronze, aluminum, or other similar permanent material. Signs shall not exceed three square feet in area. (See subsection (B)(2), above, for signs on historic structures.)
5. **Neighborhood Watch Signs.** Signs located in residential neighborhoods that are designated official neighborhood watch areas and limited to three square feet in area.
6. **Off-site Directional Signs.** Signs located off-site and providing directions to publicly owned facilities or emergency facilities and limited to 12 square feet in area.
  
7. **Portable Parking Lot and Valet Parking Signs.** One freestanding portable sign at each parking lot entrance limited to ten square feet in area. Signs shall not cause hazard to pedestrian movement.
8. **Residential Security Signs.** One sign per street frontage limited to a maximum of two square feet per sign.
9. **Site Address.** A maximum of two site address signs are allowed for each street address, in compliance with Section 19.20.200.
10. **Time or Temperature Signs.** Time or temperature signs are exempt from sign permit requirements when provided in compliance with Section 19.34.050(H).
11. **Vehicle-Oriented Safety and Directional Signs.** Signs solely for the purposes of guiding traffic, parking, and loading on private property are exempt from sign permit requirements. One safety or directional sign on each site may include the name of the business within a maximum area of two square feet. No other advertising copy or logos shall be allowed. Maximum sign height shall be four feet.
12. **Kiosk Signage.** Each kiosk may provide a maximum of two signs of up to 3 square feet each.
13. **Vehicle Towing Signs.** Signs identifying vehicle towing information in compliance with the California Vehicle Code, Section 22658. Signs shall be limited to three square feet in size each, and one sign per entrance to the property in plain view of the entrance. No other advertising copy or logos shall be allowed. Maximum sign height shall be four feet.
14. **Alternative Fuel Vehicles.** Signs required by Section 19.28.170(C) shall be limited to three square feet in size each, and limited to one sign per parking space. No other advertising copy or logos shall be allowed. Maximum sign height shall be four feet.

*D. Temporary Signs Limited by Size and Period of Display.* The temporary signs listed in Section 19.34.050(G) (Temporary Signs) are exempt from sign permit requirements in compliance with Section 19.34.050(G). See Section 19.34.030 for permit requirements for temporary sales and promotional signs. (Ord. 06-734 § 7 [Attachment G], 2006; Ord. 05-720 § 6, 2005; Ord. 04-677 § 4 (part), 2004; Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.120 Abandoned Signs.**

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A sign, other than a designated historic sign, that advertises or otherwise identifies a business or activity that is no longer conducted on the premises shall be removed by the owner or lessee of the premises within thirty days of the close of the business, or the cessation of the identified activity. This section does not require the removal of a designated historic sign.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)

### **19.34.130 Illegal Signs.**

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A. *Penalties.* Illegal signs shall be subject to the administrative remedies of Municipal Code Chapter 1.08.

B. *Removal of Illegal Signs in the Public Right-of-Way.* The Director may cause the removal of any sign within the public right-of-way or on property that is otherwise abandoned that has been placed there without first complying with the requirements of this chapter.

C. *Storage of Removed Signs.* Signs removed in compliance with this section shall be stored by the city for thirty days, during which they may be recovered by the owner only upon payment to the city for costs of removal and storage. If not recovered within the thirty-day period, the sign and supporting structure shall be declared abandoned and title shall vest with the city. The costs of removal and storage (up to thirty days) may be billed to the owner. If not paid, the applicable costs may be imposed as a tax lien against the property.

(Ord. 01-594 § 2 (Exh. A (part)), 2001)