

City of Costa Mesa

Inter Office Memorandum

To: Tom Hatch, Chief Executive Officer
Cc: Steven Mensinger, Mayor Pro Tem
From: Gary Armstrong, Economic and Development Services Director/Deputy CEO
Date: December 19, 2013
Subject: **SUMMARY OF FREESTANDING SIGN CODE REQUIREMENTS FROM SURROUNDING CITIES**

The attached summary of code requirements for freestanding signs from surrounding cities has been prepared in response to an inquiry from Mayor Pro Tem Mensinger.

Attached are the sign codes for the following cities: Newport Beach, Huntington Beach, Tustin, Orange, Fountain Valley, Santa Ana, and Costa Mesa.

Attachments

cc: Assistant Chief Executive Officer
Economic and Development Services Director/Deputy CEO
City Clerk
Planning Staff (7)
File (2)

NEWPORT BEACH:

Code Section 20.42.080. Standards for Specific Types of Permanent Signs.

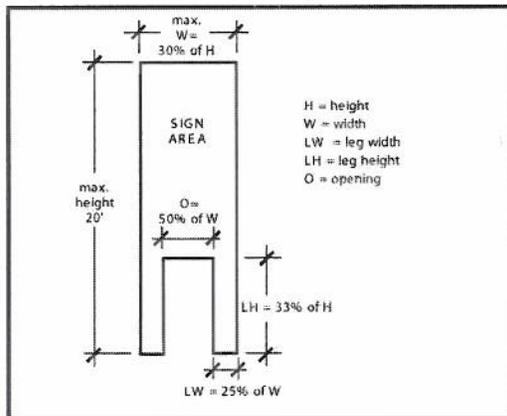
C. Freestanding Signs.

1. Freestanding signs include ground-mounted signs (monument) and pylon signs, which may either have a solid base or a base comprised of two legs. If legs are provided, the proportional dimensions of the sign shall comply with the requirements of subsection (C)(3)(c) of this section.

2. Freestanding signs shall be allowed only for lots with at least fifty (50) feet of frontage adjoining a public street. In addition, pylon signs are only allowed when a building is set back from the front property line a minimum of forty (40) feet.

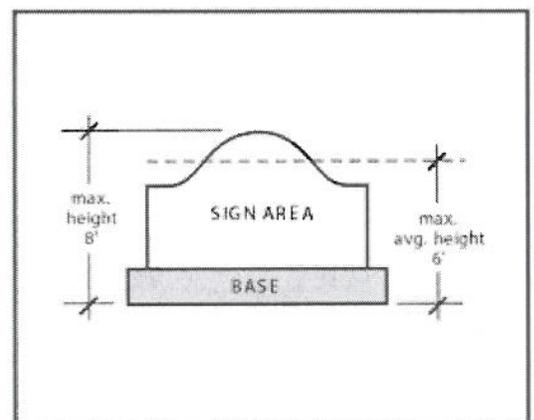
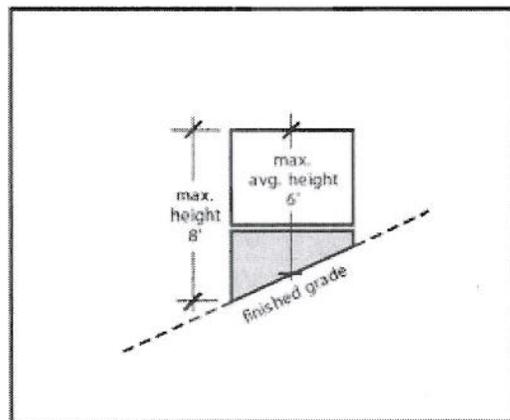
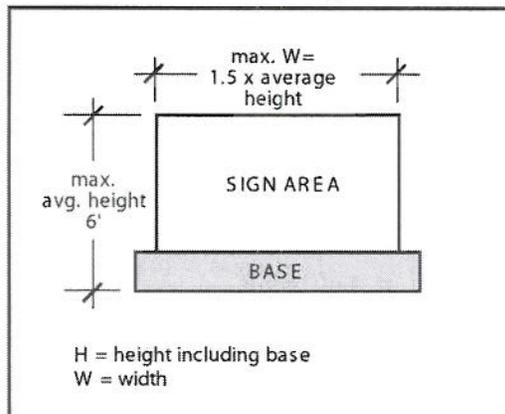
3. Freestanding signs shall not exceed the following maximum height dimensions and shall not exceed the proportional dimensions provided below:

- a. Pylon sign: maximum height = twenty (20) feet.
- b. Monument sign: maximum average height = six feet; maximum overall height = eight feet, including decorative elements and architectural features.
- c. Proportional dimensions shall be as follows:
 - i. Pylon Sign.
 - (A) Maximum $W = 30\% \times H$.
 - (B) Maximum $LH = 33\% \times H$.
 - (C) Maximum $O = 50\% \times W$.
 - (D) Minimum $LW = 25\% \times W$.



ii. Monument Sign.

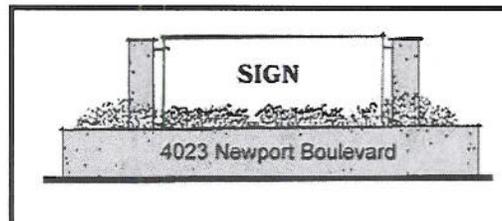
- (A) H = height inclusive of the base.
- (B) W = width exclusive of the base.
- (C) Maximum W = 1.5 x average H.



4. Freestanding signs shall be set back a minimum of five feet from a street or interior property line and a minimum of ten (10) feet from the edge of a driveway.
5. To ensure the readability of freestanding signs, the minimum letter size allowed shall be six inches. Sign copy shall not be located closer than one-half letter height to the sign edge or other line of copy.
6. There shall be a minimum of fifty (50) feet between freestanding signs on adjoining sites to ensure adequate visibility for all signs.
7. Freestanding signs shall be a minimum of fifty (50) feet from a lot line of any residentially zoned property.
8. Freestanding signs shall not project over any building, or over any on-site driveway or vehicle circulation area.
9. The supporting structure of a pylon sign shall not include exposed metal pole(s), but shall be surrounded by a decorative cover that is architecturally compatible with the sign cabinet and the architectural character of buildings on the site.
10. Landscaping with automatic irrigation shall be provided at the base of the supporting structure equal to twice the area of one face of the sign or seventy-five (75) square feet, whichever is greater. For example, forty (40) sq. ft. of sign

area equals eighty (80) sq. ft. of landscaped area. The Director may waive or modify this requirement on a case-by-case basis to take into account existing conditions.

11. Freestanding signs shall contain an address plate identifying the subject property. Numbers shall be a minimum of six inches in height and shall be clearly visible from the public right-of-way. Address plates shall not be calculated against the allowed sign area. See following illustration:



Ground Sign with Appropriate Address

HUNTINGTON BEACH:

Code Section 233.06. Permitted Signs.

A. Commercial Districts.

1. Freestanding Signs on Adams Avenue, Beach Boulevard, Brookhurst Street, Edinger Avenue, Goldenwest Street and Warner Avenue.

	LOT FRONTAGE	MAX. NO. OF SIGNS	MAX. SIGN HEIGHT	MAX. SIGN AREA
a.	Interior lots with less than 200 feet of street frontage	One	10 ft. +5 ft. for Bonus	50 sq. ft. +25 sq. ft. for Bonus
b.	Interior lots with min. 200 feet but less than 400 feet	One	15 ft. +5 ft. for Bonus	70 sq. ft. +30 sq. ft. for Bonus
c.	Corner lots with the greatest street frontage less than 400 feet	One per street frontage	7 ft. +3 ft. for Bonus	30 sq. ft. +15 sq. ft. for Bonus
d.	Interior lots with min. 400 feet of frontage AND Corner lots with min. 400 feet on one street frontage	One primary (P) and two secondary (S) signs per street	20 ft. (P) +5 ft. for (P) Bonus 7 ft. (S)	100 sq. ft. (P) +25 sq. ft. (P) Bonus 30 sq. ft. (S)
e.	Regional mall identification sign	One per street frontage	25 ft.	100 sq. ft.
		One freeway sign	25 ft. above freeway	200 sq. ft.

2. Freestanding Signs on All Other Arterials Not Listed in Subsection (A)(1) of this Section.

	LOT FRONTAGE	MAX. NO. OF SIGNS	MAX. SIGN HEIGHT	MAX. SIGN AREA
a.	Interior lots with less than 400 feet of street frontage	One	7 ft. +1 ft. for Bonus	50 sq. ft. +10 sq. ft. for Bonus
b.	Corner lots with the greatest street	One per street	7 ft. +1 ft. for	30 sq. ft. +10 sq.

	frontage less than 400 feet		Bonus	ft. for Bonus
c.	Interior lots with min. 400 feet of frontage AND Corner lots with min. 400 feet on one street frontage	One primary (P) and two secondary (S) signs per street	15 ft. (P) +0.5 ft. for Bonus 7 ft. (S)	70 sq. ft. (P) + 10 ft. for Bonus 30 sq. ft. (S)

- Bonus signs (B) shall have an opaque background, internal illumination for items of information only.
- Multi-tenant panels are permitted provided the panels are minimum 10 inches in height, with a minimum six-inch letter height. They shall be restricted to one uniform background color and two colors for the sign copy, with the exception that the Center Identification may have a separate background color. Sign copies shall be limited to the company name or one generic item of information. Major tenant identification shall be encouraged by being placed on the largest panel.
- Secondary signs (S) are in addition to the Primary (P) sign. Secondary sign copy shall be limited to business identification only.
- Street addresses shall be included on all freestanding signs with minimum six-inch numerals.

Other Locational Criteria for Freestanding Commercial Signs

- No business shall have more than one freestanding sign facing each frontage.
- Freestanding signs on the same site shall be located a minimum of 150 feet apart unless approved by a planned sign program.
- A freestanding sign shall not be permitted in an area between the building and right-of-way when that portion of the building is located at the minimum setback.
- Signs shall be located in a landscape planter a minimum of two feet wider than the sign itself. Square poles or other architectural treatment shall be required, except if the sign is eight feet or less in height, it shall be of monument type, with a minimum two-foot base. Placement shall conform with Diagram A.
- No freestanding sign shall be located along a local street.

TUSTIN:

Code Section 9404. Sign Regulations

b. *Signs subject to conditional use permit approval.* The following types of signs are permitted only when reviewed by the Planning Commission and where a conditional use permit has been issued in accordance with the Tustin Zoning Code. An application for a conditional use permit for these types of signs shall be processed in accordance with conditional use permit procedures contained in the Tustin Zoning Code. Appeal procedures for conditional use permits shall also be governed by applicable sections of the Tustin Zoning Code.

2. Pole sign. All pole signs not considered freestanding freeway signs pursuant to subsection 9404b(3) shall require approval of a conditional use permit. In addition to findings required to be made on granting of a CUP contained in the Tustin City Code, the following restrictions and criteria shall apply:

(a) *Type of business.* Only center identification signs are permitted to be pole signs.

(b) *Size and scale of project.* The center identified by the sign is a single development project of at least one hundred thousand (100,000) building square feet or five (5) acres in project size which has a minimum of three (3) or more tenants.

(c) *Design.* The pole sign is designed to reflect theme of the center it identifies and incorporates similar design elements, materials, colors and special qualities of the architecture of the building(s) in the center and is compatible with existing or proposed signage in the center.

(d) *Location.* The pole sign shall (1) be located within a landscaped area and is limited to one (1) per street frontage, (2) maintain a minimum of one hundred

(100) lineal feet from any other monument sign or freestanding sign in the center, and (3) be set back a minimum of twenty-five (25) feet from interior side property line or maintain a minimum of fifty (50) feet from another pole or freestanding sign located on an adjacent site.

(e) *Height and size.* The sign shall be compatible with the size and scale of the project and shall not exceed twenty (20) feet in height and fifty (50) square feet in size.

ORANGE:

Code Section 17.36.070. Freestanding Signs.

Except as otherwise provided in this chapter, freestanding signs shall be allowed in commercial and industrial districts subject to the following regulations, permitted only in accordance with approval of a building permit.

A. Number. One freestanding sign shall be permitted for each parcel with frontage measuring up to four hundred (400) feet along an arterial street. Parcels with more than four hundred (400) feet of frontage may have one additional freestanding sign for each four hundred (400) foot increment. When a commercial or industrial center is comprised of multiple occupants or tenants with a common parking facility or shared access, frontage shall be considered by joint use of the shopping center or overall length of the project site and not the frontage of the individual businesses or occupancies.

B. Area.

1. The maximum area of such signs may be one-half square foot per lineal foot of parcel frontage upon the adjacent arterial street, with a maximum area of one hundred sixty (160) square feet.

2. When sixty (60) percent of the tenant signs on a freestanding sign have been replaced and conform to the approved sign plan for that property, the entire freestanding sign must be changed to conform to the approved sign plan.

3. A minimum of ten percent of sign area must be devoted to the development's title and address, as required in Chapter 15.52 of the Orange Municipal Code. Multi-tenant projects must display the full range of tenant addresses on the freestanding sign. The street address will be illuminated in the same manner as the sign display area. Phone numbers are not permitted on a sign in order to avoid confusion and minimize clutter.

4. No sign copy shall extend beyond a display area contained within architectural features.

C. Height. When parcel frontage measures one hundred (100) feet or more, freestanding signs are limited to a maximum height of fifteen (15) feet. For parcels with frontage measuring less than one hundred (100) feet, maximum height is limited to five feet. Sign height is measured from the top of the adjacent curb to the top of the sign face area. Architectural features may increase overall height, but not by more than fifteen (15) percent.

FOUNTAIN VALLEY:

Code Section 21.24.080. Standards for specific sign types.

(c) Freestanding Monument Signs.

Standards for Freestanding Monument Signs in Commercial, Industrial and Multi-Family Zoning Districts and Assembly Facilities

Number Allowed	Maximum Sign Area	Maximum Sign Height	Requirements
1 sign for every 300 feet of street frontage along a public street	50 sq. ft.*	8 ft.*	Sign shall be set back a minimum 5 ft. from property lines or public right-of-way and shall not block traffic safety area.
*Height and square footage may be increased for commercial and industrial properties that have 500 ft. or more of continuous street frontage along an arterial street	80 sq. ft.	12 ft.	Same as above.
See additional requirements below			

- (1) In commercial, industrial zones, multi-family zoning districts, and assembly facilities, the following limitations shall apply to monument signs:

Lineal Street Frontage	No. of Signs Permitted
0—300	1
300—600	2
600—900	3
Over 900	4

(2) Lineal street frontage on corner lots fronting arterial streets shall be combined and count towards the number of allowable monument signs.

(3) Separation. There shall be a minimum of seventy-five feet between two freestanding monument signs on the same property and adjoining properties to ensure adequate visibility for all signs. The director may waive this requirement in situations where its application would be impractical due to the locations of existing signs on adjacent properties.

(4) Freestanding monument signs shall not project over public property, vehicular easements or rights-of-way, or obstruct corner cutback area. A minimum of two hundred square feet of landscaping shall be provided at the base of the supporting structure;

(5) The width of the base structure shall be a minimum of one-half the length of the sign area;

(6) Illumination: freestanding monument signs may be illuminated with either interior or indirect lighting;

(7) Architectural Compatibility. Monument signs shall be compatible with the architectural features of the facility to which it relates.

(8) Addresses shall be provided on monument signs using Arabic numbers at least eight inches in height and be placed on the top face or the side parallel to the street of the monument sign.

(9) Sign area shall be computed by measuring the entire area contained within the frame or cabinet but excluding the monument base if it contains no sign copy and is clearly distinguishable from the sign copy area through the use of different texture, color, and design. The frame or cabinet structure shall be included in the maximum height calculation of the sign.

(d) Freeway Visible Monument Signs.

Standards for Freeway Monument Signs in the Commercial and Industrial Zones Adjacent to the 405 Freeway

Number Allowed	Maximum Sign Area	Maximum Sign Height	Requirements
1 sign	200 sq. ft.	Shall not exceed 20 ft. in height as measured from the elevation of the nearest freeway lane	Only on parcels that have a minimum freeway frontage of 200 ft.
See additional requirements below			

(1) Freeway monument signs may not be used as general advertising for hire.

(2) Landscaping. Freeway monument signs shall be located in a landscape berm area, approved by the director, a minimum of six hundred square feet in area.

(3) Orientation. Freeway monument signs shall be perpendicular to the freeway right-of-way.

(4) Separation. There shall be a minimum of two hundred feet between two freestanding signs on abutting sites to ensure adequate visibility for all signs and to alleviate sign clutter.

(5) All freeway monument signs shall be reviewed by the sign committee for compliance with this chapter.

SANTA ANA:

Code Section 41-862. Freestanding signs.

No permit shall be issued for a freestanding sign which does not comply with the following standards:

(a) Number.

(1) The number of freestanding signs permissible on an integrated development site shall be as follows:

Total Street Frontage (feet)	Number
0—299	1
300 — 599	2
600—899	3
900—1,199	4
1,200 or more	5

(2) No more than one (1) freestanding sign advertising or identifying the same business activity shall be permitted on each street on which the integrated development site has frontage.

(b) *Location.*

(1) No freestanding sign shall be permitted on any site which does not have street frontage.

(2) A freestanding sign shall be located only in a landscaped planter, with such planter not less than four (4) feet in any direction from the edge of the planter to the sign. The planning manager may reduce the amount of required landscaping for freestanding signs on sites with legal nonconforming landscaped setbacks. No sign shall obstruct or remove any required landscape materials.

(3) No freestanding sign shall be placed closer than twenty-five (25) feet to a side lot line.

(4) No freestanding sign for a commercial use shall be placed within fifty (50) feet of land used, zoned, or designated on the general plan for residential purposes on the same street frontage as the proposed sign.

(5) No freestanding sign shall be closer than one hundred (100) feet from another freestanding sign on the same site.

(6) No freestanding sign shall be located in the triangular area(s) measured fifteen (15) feet by fifteen (15) feet where a driveway enters onto a street, or in any other area which may obstruct the vision of motorists so as to create a safety hazard. Additionally, all signs are subject to sections 36-45 to 36-47 of this Code regarding obstructions to vision at corner intersections.

(c) Height and area.

(1) Properties with less than one hundred twenty (120) feet of street frontage shall be subject to the following requirements:

Total Street Frontage (feet)	Size
0—60	20 square feet maximum, not to exceed 5 feet in height.
61—119	30 square feet maximum, not to exceed 6 feet in height.

(2) Freestanding signs with more than one hundred twenty (120) feet of street frontage shall not exceed seven (7) feet in overall height from curb level unless otherwise stated in this section. The overall height plus the overall width shall not exceed sixteen (16) linear feet, and the sign face area shall not exceed forty-five (45) square feet.

(3) Developments over fifteen (15) acres and with at least seven hundred fifty (750) feet of street frontage shall have no more than one (1) freestanding sign not to exceed fifteen (15) feet in overall height and ten (10) feet in overall width; the sign face area shall not exceed sixty (60) square feet. Such sign shall not be located on any secondary frontage.

(4) A sign may be permitted to a height not exceeding thirty-five (35) feet and an area not exceeding one hundred (100) square feet, provided all of the following conditions are satisfied:

- a. The sign is located on a site which is located within three hundred (300) feet of the point where a freeway exit centerline intersects with a city street;

- b. The sign is oriented toward viewing by freeway traffic;
- c. The sign is limited in content to the identification of the business name of a restaurant, a service station or a lodging establishment.

(d) Design.

- (1) All signs shall be architecturally compatible with the development on which they are located.
- (2) The copy area of a freestanding sign shall not exceed forty (40) per cent of the sign face.
- (3) Freestanding signs shall be for the shopping center or development name and/or the major tenants thereon, not to exceed a total of eight (8) items of information.
- (4) No sign shall use mirrors reflecting a direct light source or utilize flashing, blinking or sequenced lights. No sign shall utilize unshielded incandescent, fluorescent or other lighting, except neon.
- (5) The project address shall be located on the monument sign base

COSTA MESA:

Code Section 13-115. Signs regulations and design standards.

TABLE 13-115
SIGN REGULATIONS
PERMANENT SIGNS

	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
TOTAL SIGN AREA PER STREET FRONTAGE	Residential uses: 1.0 sq. ft per unit, not to exceed 90 sq. ft. (25 sq. ft. minimum for sites with 4 or more units). Permitted non-residential uses: 30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.	1.0 sq. ft. per ft. of lot width + 0.5 sq. ft. per ft. of lot depth		30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.
	Total area of all permanent signs (freestanding signs and building signs) may not exceed TOTAL SIGN AREA PER STREET FRONTAGE. See Section 13-116 for commercial or industrial signs located within 200 ft. of residentially-zoned property.			
FREESTANDING SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT	Must be located in landscaped planter 1. equal to twice the sign area. May not obstruct visibility for motorists or 2. pedestrians at driveways or intersections.			

STANDARDS	<p>May not obstruct visibility of 3. legal signs on adjacent site(s). May not consist of a pole sign with a 4. visible cylindrical pole structure(s). Planning Division may require 5. freestanding signs to incorporate street address if address on building is not visible from public streets: 6 inches high minimum in residential zones; 8 inches high minimum in nonresidential zones. The address area, up to 6 sq. ft., is not counted against allowable sign area. Address must be integrated into the design of the sign and placed at such an elevation so as not to be See obstructed by landscaping. 6. <u>section 13-116</u> if located within 200 ft. of residentially-zoned property.</p>		
MAXIMUM AREA	30 sq. ft. (Includes both on-site and neighborhood identification signs.)	Total area of all freestanding signs may not exceed 50% of total allowed sign area per street frontage.	15 sq. ft. for sites less than 1 acre. 30 sq. ft. for sites of 1 acre or more.
MAXIMUM HEIGHT	7 ft.	12 ft.	7 ft.
NUMBER & SEPARATION	300 ft. separation between freestanding signs on same site.		
ILLUMINATION	Exterior, or interior with opaque background. No flashing or blinking allowed.	No flashing or blinking allowed.	Exterior, or interior with opaque background. No flashing or blinking allowed.
VERTICAL CLEARANCE	8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.		
FREEWAY-ORIENTED FREESTANDING SIGNS PERMIT REQUIRED	Prohibited	Yes	Prohibited
MAXIMUM AREA AND HEIGHT	N/A	For commercial properties of one acre or more, within 300 feet of a freeway exit. One freeway-	N/A

		oriented sign may be allowed, not to exceed 230 sq. ft. and 32 ft. high.	
ILLUMINATION	N/A	No flashing or blinking	N/A
VERTICAL CLEARANCE	N/A	8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.	N/A