



# **PLANNING COMMISSION**

## **AGENDA REPORT**

VIII. 2

MEETING DATE APRIL 11, 2011

ITEM NUMBER:

SUBJECT: POTENTIAL REVISIONS TO CITY SIGN CODE

DATE: MARCH 31, 2011

FOR FURTHER INFORMATION CONTACT: MEL LEE, AICP, SENIOR PLANNER  
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### **DESCRIPTION**

The purpose of this memo is to obtain direction from the Planning Commission as to potential revisions to the City's Sign Code.

### **RECOMMENDATION**

Direct staff to forward proposed revisions to the Sign Code to the Planning Commission for incorporation into a future Zoning Code Amendment.

  
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MEL LEE, AICP  
Senior Planner

  
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KHANH NGUYEN  
Asst. Development Services Director

**BACKGROUND:**

Commissioner Fitzpatrick requested a list of possible revisions to Title 13 provisions as they pertain to sign regulations. The last major revision to the City's Sign Code was adopted by the City Council in April 2002 as Ordinance No. 02-8. One of the major changes to the sign code at that time was the prohibition of electronic changeable copy signs, and additional limitations on temporary banner signs to discourage their usage as a substitute for permanent signage. Earlier this year, City Council adopted an ordinance amending the sign code to require a permit, as well as specific time limits, for temporary banner signs, which went into effect last month.

**DISCUSSION:**

***Possible Code Revisions***

Below is a list of possible code revisions identified by staff. Any additional revisions recommended by the Commission will be incorporated into a future Zoning Code Amendment that will be brought forward to the Planning Commission at a future date.

**A. PROPOSED ACTION:** Change the way building wall signage is calculated based on the lineal frontage of the storefront, rather than the current method of the lot width plus lot depth.

**CURRENT REGULATION:** 1.0 sq. ft. of sign area per lot width plus 0.5 sq. ft. of sign area per lot depth.

**POSSIBLE REVISION:** 2.0 sq. ft. of sign area per one foot of lineal frontage facing the street or parking lot, not to exceed 75% of the total storefront width. This criteria is consistent with tenant signage for newer retail developments, including the South Coast Collection (SOCO).

**B. PROPOSED ACTION:** Revise freestanding sign standards as they pertain to number and separation on the some property.

**CURRENT REGULATION:** 150 ft. separation between freestanding signs on the same site.

**POSSIBLE REVISION:** One freestanding sign per site maximum.

**C. PROPOSED ACTION:** Revise freestanding signs standards to eliminate signs on a single visible (i.e., bare) support pole.

**CURRENT REGULATION:** No existing regulation.

**POSSIBLE REVISION:** Require support poles for freestanding signs to be enclosed within a monument sign-style cabinet or similar structure consistent with the architecture of the building(s) on the property (see attached photos for examples).

**D. PROPOSED ACTION:** Remove size limitation for painted wall signs.

**CURRENT REGULATION:** Painted walls signs cannot exceed 10% of the area allowed for other signs (see item A above).

**POSSIBLE REVISION:** Add an exception to painted wall signs for the purposes of calculating maximum sign area consistent with that of other tenant wall signs.

**E. PROPOSED ACTION:** Provide a clearer definition of window signage.

**CURRENT REGULATION:** 20% of contiguous window area maximum.

**POSSIBLE REVISION:** Provide clarification that this restriction does not apply to changeable vinyl widow graphics, but only to painted window signs (see attached photos for examples).

**F. PROPOSED ACTION:** Removal of electronic changeable copy LED signs a prohibited sign and create development standards.

**CURRENT REGULATION:** Prohibited, although it can be allowed through a planned signing program (PSP).

**POSSIBLE REVISION:** Indicate instances where changeable copy LED signs could be allowed, such as for major destination retail developments such as SOCO and Triangle Square.

**G. PROPOSED ACTION:** Removal of ability to apply for prohibited signs through a planned signing program (PSP).

**CURRENT REGULATION:** Signs that do not comply with code may be authorized through a PSP to allow for special circumstances and if the sign does not circumvent the intent of the code.

**POSSIBLE REVISION:** Provide clarification that prohibited signs cannot be allowed through a PSP.

Attachments: 1. Sign Photo Examples

cc: Development Services Director  
Deputy City Attorney  
City Engineer  
Transportation Svs. Mgr.  
Fire Protection Analyst  
Staff (4)  
File (2)

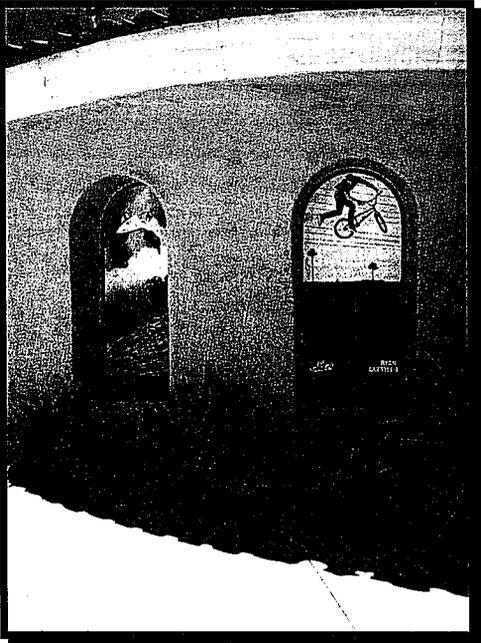
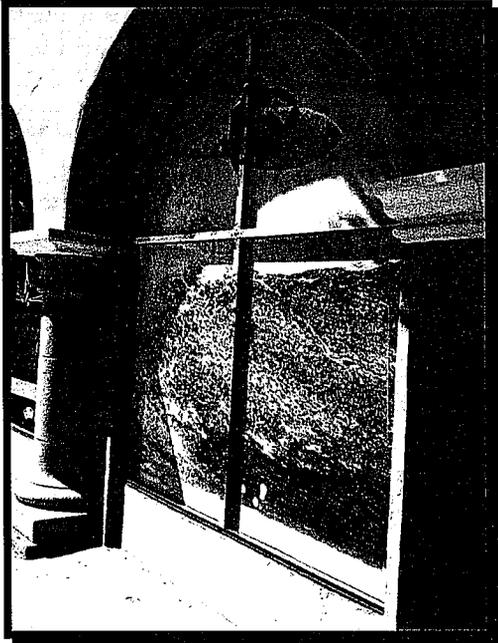
Attachment 1

**SIGN PHOTO EXAMPLES**

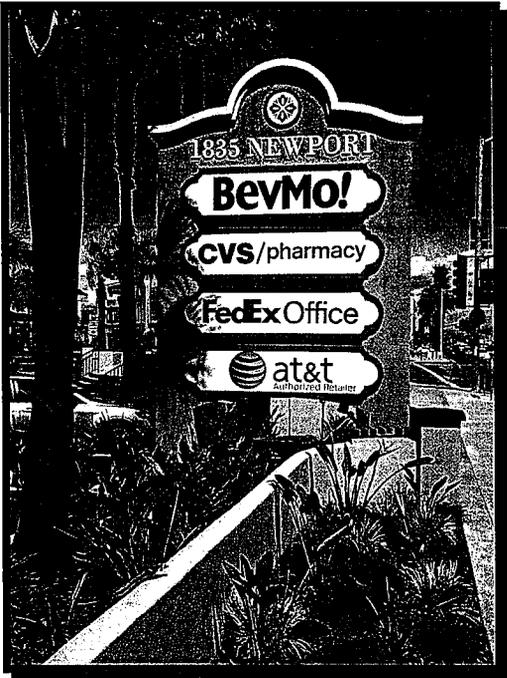
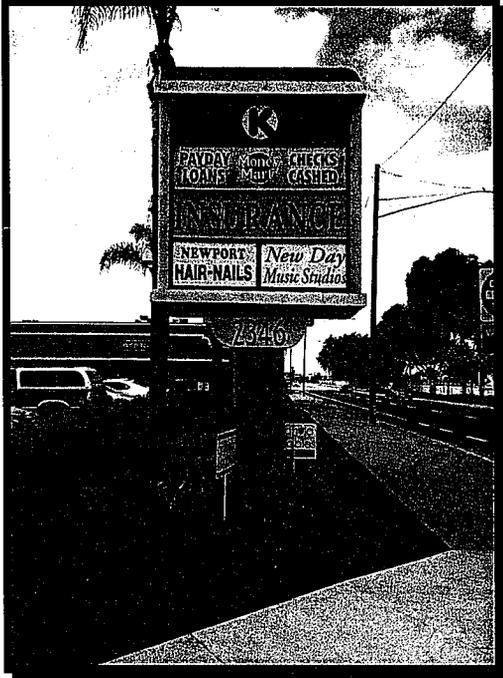
Examples of painted widows signs to be restricted:



Examples of widows signs to be allowed:



Samples of freestanding signs to be allowed:



Samples of freestanding signs to be prohibited:

