



PLANNING COMMISSION AGENDA REPORT

VI.3

MEETING DATE: AUGUST 8, 2011

ITEM NUMBER:

SUBJECT: ZONING CODE AMENDMENT CO-11-02 TO AMEND TITLE 13, CHAPTER VIII, ARTICLE 2, GENERAL PROVISIONS AND ARTICLE 3, SIGN REGULATIONS, OF THE COSTA MESA MUNICIPAL CODE RELATED TO SIGNS

DATE: JULY 28, 2011

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

Code Amendment CO-11-02 is an amendment to Title 13 of the Costa Mesa Municipal Code to revise specific regulations pertaining to signs.

RECOMMENDATION

Recommend that City Council introduce and give first reading to the ordinance.

BACKGROUND

On April 11, 2011, Planning Commission considered a list of possible revisions to Title 13 provisions as they pertain to sign regulations, which was forwarded to City Council for consideration.

At their May 3, 2011 meeting, City Council took the following actions related to the below items. The redlined/strikeout exhibits are provided in Attachment 1 and the Draft Ordinance as Attachment 2.

ANALYSIS

Code Amendment CO-11-02

The purpose of the code amendment is to:

- Promote consistency in appearance and size for signs that are approved over-the-counter.
- Incorporate the Planning Commission's and City Council's direction regarding updating key areas of the Sign Ordinance.
- Make no changes to the overall maximum allowable sign area currently allowed by Code.
- Make no changes to existing on-premises advertising display on the date this ordinance is adopted.

Sign Regulation Revisions as Recommended by City Council

1. AMEND WALL SIGNAGE CALCULATION

The Zoning Code amendment proposes to change the manner in which building wall signage is calculated. This change in the calculation of the size of building wall signage is intended to accomplish two objectives:

- Promote consistency in the size of the tenant wall signage and
- Result in a method that is consistent with industry standards for calculating wall signage.

CURRENT REGULATION:

1.0 sq. ft. of sign area per lot width plus 0.5 sq. ft. of sign area per lot depth.

The issue with the current calculation of building wall signage is that the calculation is based on an aggregate maximum allowable sign area based on the size of the entire lot.

This sign calculation fails to address the appropriate size and scale of the sign based on the tenant's storefront, and not the overall lot size. The industry standard to calculate tenant wall signage is typically based on the lineal frontage of the storefront.

PROPOSED REGULATION:

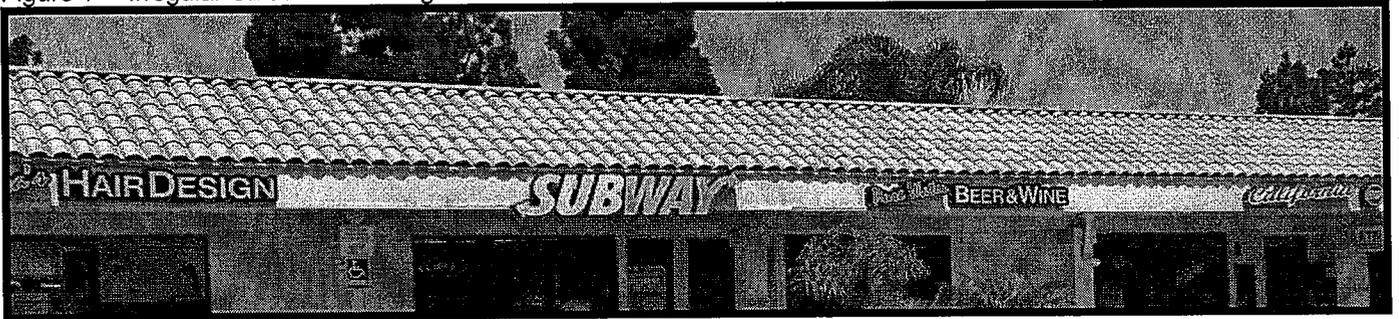
The proposed amendment allows building wall signage area to be calculated based on the lineal frontage of the storefront.

Table 13-115, Building Wall Signs Maximum Area – [add the following language to commercial, industrial, and institutional zones]:

“Each single tenant may be allowed a maximum of 1.5 sq. ft. of building wall signage per lineal foot of building frontage of the business. If the building frontage of any such use is less than 25 lineal feet, only one sign, having a maximum area of 25 square feet, may be permitted.”

The proposed regulation will allow a more uniform sign size within multiple tenant commercial buildings and prevent signs that are “out of scale” with other signs on the same building, such as the large Subway sign shown in the photo below.

Figure 1 – Irregular Sizes of Store Signs



2. PROHIBIT CYLINDRICAL “POLE” SIGNS

The Code amendment proposes to require that pole signs (supported by a cylindrical pole) be screened or clad to eliminate the appearance of the pole. This change addresses aesthetic concerns about the out-dated appearance of pole signs in favor of other sign designs.

CURRENT REGULATION:

No existing requirement to screen cylindrical poles.

PROPOSED REGULATION:

Table 13-115, Freestanding Signs, Development Standards (4) – add the following language:

“May not consist of a pole sign with a visible cylindrical pole structure(s).”

The proposed regulation would prohibit freestanding signs with bare support poles, as shown on the left, and allow signs with architecturally compatible bases, as shown on the right.

Figure 2 – Pole Sign with Visible Pole

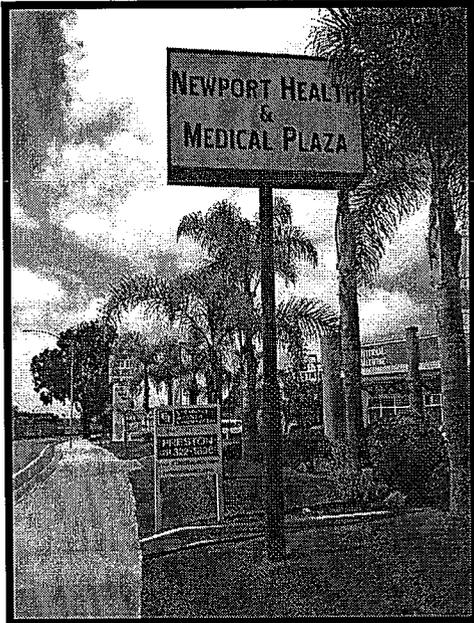
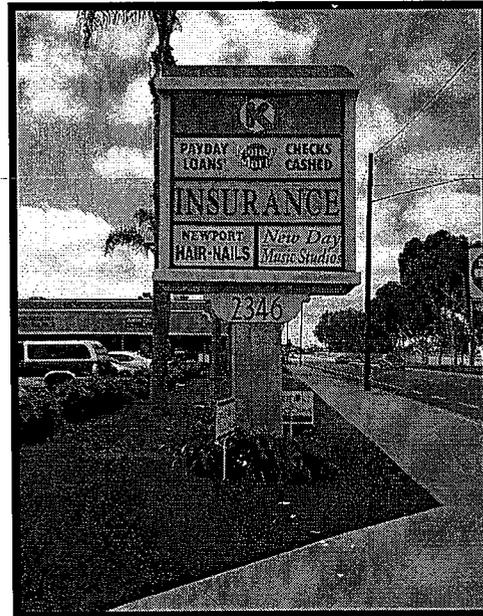


Figure 3 – Freestanding Sign with Architectural Base



3. REQUIRE INCREASED SEPARATION FROM 150 FEET TO 300 FEET BETWEEN FREESTANDING SIGNS ON THE SAME SITE

The purpose of this amendment is to reduce sign clutter associated with multiple freestanding signs in various locations on the same site.

CURRENT REGULATION:

150 ft. separation between freestanding signs on the same site, maximum 25 feet in height.

PROPOSED REGULATION:

Table 13-115, Freestanding Signs, Development Standards, Number and Separation – add the following language:

“300 ft. separation between freestanding signs on the same site.”

4. REDUCE THE MAXIMUM HEIGHT ALLOWED FOR FREESTANDING SIGNS FROM 25 FEET TO 12 FEET

The purpose of the proposed height reduction is to eliminate visual clutter. The 12-foot height may result in freestanding signage that has advertising visibility with motorists but is also in scale with a walkable community.

CURRENT REGULATION:

25 feet in height.

PROPOSED REGULATION:

Table 13-115, Freestanding Signs, Maximum Height Commercial Zones – add the following language:

“12 ft.”

The City Council expressed an interest in limiting the height of freestanding signs based on the recent approvals for several new commercial developments along Harbor Boulevard, such as the proposed Fresh and Easy Market, with proposed signage considerably shorter than the 25-foot maximum height allowed under Code.

5. AMEND DEFINITION OF MURAL OR SUPERGRAPHIC

Staff is also recommending that the following language in the second sentence of the definition of a mural or supergraphic be revised to make a clear distinction between an advertising sign versus a lifestyle graphic.

CURRENT REGULATION:

A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language, logo or imagery to the advertisement of any product or service or the identification of any business.

PROPOSED REGULATION:

The word “imagery” as it relates to sign is proposed to be removed.

Section 13-111, Definitions – revise the definition of a mural or supergraphic as follows:

“A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language and/or logo ~~or imagery~~ to the advertisement of any product or service or the identification of any business.

Compliance with State Law

The proposed revisions are consistent with State Law, specifically, Business & Professions Code Section 5491.1, because the proposed revisions apply to new on-premises advertising display only and will not be applied retroactively towards existing legal signs.

State law requires that any new sign regulation for existing signage that is more restrictive than existing law shall require completion of an existing sign inventory; however, the proposed ordinance only applies to new signage. Therefore, an inventory of existing signs made nonconforming under the proposed revisions is not necessary.

LEGAL REVIEW

The City Attorney's office has reviewed and approved the attached Ordinance as to form.

ALTERNATIVES

1. Recommend that City Council give first reading to the Ordinance.
2. Recommend that City Council receive and file the draft Ordinance.

ENVIRONMENTAL DETERMINATION

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA guidelines, and the City's environmental procedures, and has been found to be exempt pursuant to Section 15061 (b) (3) (general rule) of the CEQA Guidelines, in that it can be seen with certainty that there is no possibility that the proposed amendment to the Zoning Code will have a significant effect on the environment.

CONCLUSION

The proposed Code amendment would revise specific regulations pertaining to signs as outlined above.



MEL LEE, AICP
Senior Planner



CLAIRE FLYNN, AICP
Acting Asst. Development Svs. Director

Attachments: 1. Redlined/Strikeout Exhibits
 2. Draft Ordinance

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

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Costa Mesa Zoning Code

Illumination - interior. Illumination generated from the interior of a sign.

Illumination - interior with opaque background. Interior illumination of a sign where the background of the sign face is opaque and only the copy is illuminated.

Inflatable sign. Any inflatable object having any dimension in excess of 24 inches, including, but not limited to, objects made of plastic, cloth, rubber, or canvas, having the shape of any object, and regardless of whether or not it contains copy.

Mural or super graphic. A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language, ~~and/or logo, or imagery~~ to the advertisement of any product or service or the identification of any business.

Neighborhood identification sign. A sign identifying the entrance to a residential area consisting of 5 or more acres.

Nonconforming sign. A sign which was legally installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the current provisions of this chapter.

Open house sign. A real estate sign with the words "Open House" as the primary copy for the premises on which the sign is located.

Painted wall sign. Any sign painted directly on the exterior surface of a building or structure, except awnings or canopies. (See "mural or super graphic".)

Permanent window sign. A sign that is placed on or behind a window for a period of time in excess of 60 days. Paper or cardboard signs, or signs painted directly onto the surface of a window, are not considered permanent window signs, regardless of the duration of display.

Political campaign sign. A sign indicating the name and/or picture of an individual seeking election to a public office, or concerning any issue, ballot measure or ballot proposition in a municipal, community, state or federal election, or pertaining to the advocating by persons, groups, or parties of political views or policies regarding a matter to be voted on in a forthcoming election.

Portable sign. Any sign which can be moved from place to place which is not permanently affixed to the ground or to a building. The term portable sign includes, but is not limited to, any sign affixed to an automobile, truck, trailer, or other vehicle where such sign solicits patronage to a specific business by means of parking such a vehicle primarily for the purpose of advertising such business. The term portable sign shall also include a sign posted in or on a vehicle parked on public or private property without written consent of the property owner, advertising that vehicle for sale.

Public baseball/softball field. Any baseball and/or softball field owned, rented, or leased by the City or used by the City under a joint use agreement.

Public property. Any building, park, grounds, structures, or other real property (collectively referred to as "property" for the purpose of this definition) owned, rented, or leased by the City not within the public right-of-way or any such property used by the City under a joint use agreement. For the purposes of this definition, public property does not include public baseball and softball fields.

Public right-of-way. Any public sidewalk, street, alley or highway improved to allow vehicular and pedestrian access and adjacent City landscape areas including trees therein, traffic control devices, street name signs, fire hydrants and other structures, under the ownership and jurisdiction of the City or the State.

Real estate sign. A temporary sign placed for the purposes of advertising the premises on which the sign is located as either for sale, lease or rent, and includes "for sale sign" and "open house sign".

Sign. Any medium for visual communication, including its copy, structure and component parts, which is used or intended to be used to attract attention to, or identify, or advertise a business, product, service, activity, or location or to provide information. "Sign" includes statuary and graphic wall designs used for advertising purposes. "Sign" includes billboards, but does not include handbills.

Site. One or more parcels of land identified by the assessor's records and for which an integrated building development exists or has been proposed.

Street banner. Any cloth, bunting, plastic, paper, or similar material used for advertising purposes on

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Costa Mesa Zoning Code
ARTICLE 3. SIGN REGULATIONS

Sec. 13-113. GENERAL REQUIREMENTS

Unless otherwise provided in this chapter, erection, relocation or modification of all signs shall be in accordance with the requirements of this article, including the specific regulations listed in Table 13-115.

Sec. 13-114. PERMITS REQUIRED

Where indicated in Table 13-115 and Section 13-118 the erection, relocation, or modification of signs shall require permits and payment of fees as described in Article 7 Administration and Enforcement of this chapter.

No permit shall be required under this chapter for maintenance of a sign or for change of copy on a changeable copy sign. The requirements of this chapter are in addition to the requirements of the Uniform Building Code, National Electrical Code and other applicable codes.

Sec. 13-115. SIGNS REGULATIONS AND DESIGN STANDARDS

Table 13-115 indicates the maximum allowed area, height, number, and other design restrictions for both permanent and temporary signs.

Costa Mesa Zoning Code

TABLE 13-115. SIGN REGULATIONS

PERMANENT SIGNS				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
TOTAL SIGN AREA PER STREET FRONTAGE	<p>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).</p> <p>Permitted non-residential uses: 30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.</p> <p>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.</p>	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.
FREESTANDING SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	<p>1. Must be located in landscaped planter equal to twice the sign area. 2. May not obstruct visibility for motorists or pedestrians at driveways or intersections. 3. May not obstruct visibility of legal signs on adjacent site(s). 4. May not consist of a pole sign with a visible cylindrical pole structure(s). 5. Planning Division may require 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 non-residential 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 obstructed by landscaping. See Section 13-116 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.	12.25 ft.	7 ft.	

Costa Mesa Zoning Code

TABLE 13-115. SIGN REGULATIONS

PERMANENT SIGNS (continued)

	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
NUMBER & SEPARATION	450-300 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-oriented sign may be allowed, not to exceed 230 sq. ft. and 32 ft. high.	N/A	
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	

Costa Mesa Zoning Code

TABLE 13-115. SIGN REGULATIONS

PERMANENT SIGNS (continued)

		RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
BUILDING WALL SIGNS PERMIT REQUIRED	MAXIMUM AREA	Yes 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.			
		Total area of all permanent building wall signage may not exceed TOTAL SIGN AREA PER STREET FRONTAGE.	Each single tenant may be allowed a maximum of 1.5 sq. ft. of building wall signage per lineal foot of building frontage of the business. If the building frontage of any such use is less than 25 lineal feet, only one sign, having a maximum area of 25 square feet, may be permitted.		
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.
NUMBER		N/A	Single tenant buildings: A maximum of three wall signs per street frontage. Multi-tenant buildings: One wall sign per business on each street frontage. Exception: A tenant with more than 10,000 square feet of floor area in a multi-tenant building shall be permitted a maximum of three wall signs per business/street frontage. Buildings with more than 2 stories and 30 feet in height: No sign is permitted above the first floor of any building except for a single sign per street frontage on the uppermost portion of the building fascia identifying either the street address, name of the building, major tenant and/or logo. Street address up to 6 square feet per story shall not be counted toward allowable sign area.		N/A

Costa Mesa Zoning Code

TABLE 13-115 SIGN REGULATIONS (CONTINUED)

PERMANENT SIGNS (continued)			
RESIDENTIAL	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
LOCATION	Signs may only be attached to a building wall abutting a public street or on-site parking area serving the subject building, unless otherwise approved by the Planning Division.		
VERTICAL CLEARANCE	Awning, canopy and projecting signs: 8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.		
MURALS AND SUPER GRAPHICS PERMIT REQUIRED	Yes		
DEVELOPMENT STANDARDS	Subject to approval by the Planning Division. The purpose of the Planning Division approval is to verify that it is not a sign.		
PAINTED WALL SIGNS PERMIT REQUIRED	Yes		
MAXIMUM AREA	Total area of all painted wall signs may not exceed 10% of total allowed sign area per street frontage.		
PERMANENT WINDOW SIGNS PERMIT REQUIRED	Yes		
MAXIMUM AREA	<ol style="list-style-type: none"> 20% of contiguous window area maximum. Window sign area in excess of the above maximum may be permitted if it can be shown that the merchandise offered for sale cannot be adequately displayed and, therefore, justifies substitution of additional window signage for merchandise display, subject to written approval by the Planning Division or Zoning Administrator. Total of permanent and temporary window sign area shall not exceed 50% of contiguous window area. 		
CONVENIENCE SIGNS PERMIT REQUIRED	Yes		
DEVELOPMENT STANDARDS	<ol style="list-style-type: none"> 9 sq. ft. maximum per sign. Not counted against allowable sign area. Placement and height subject to approval of Planning Division. 		
SIGNAGE IN MIXED-USE OVERLAY DISTRICT	Refer to the appropriate Urban Plan for signage regulations in the mixed-use overlay district.		

Costa Mesa Zoning Code

TABLE 13-115 SIGN REGULATIONS (CONTINUED)

TEMPORARY SIGNS

	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
CONSTRUCTION SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	<ol style="list-style-type: none"> One per street frontage. 64 sq. ft. maximum. 16 ft. high maximum. Must be removed within 1 year after installation, or within 30 days of final inspection, whichever occurs first. 			
REAL ESTATE SIGNS (No permits are required.)				
FOR SALE SIGNS	<ol style="list-style-type: none"> One per street frontage. 5 sq. ft. maximum. 6 ft. high maximum. 	<ol style="list-style-type: none"> One per street frontage. 32 sq. ft. maximum. 12 ft. high maximum. 		
OPEN HOUSE SIGNS	<ol style="list-style-type: none"> One per street frontage. 3 sq. ft. maximum. 5 ft. high maximum. 	Prohibited		
POLITICAL CAMPAIGN SIGNS ON PRIVATE PROPERTY	5 sq. ft. maximum per sign. Subject to Section 13-123.	Subject to Section 13-123.		
PORTABLE SIGNS WITHIN THE PUBLIC RIGHT-OF-WAY	Subject to Section 13-123.5.			
TEMPORARY SIGNS ON PUBLIC PROPERTY PERMIT REQUIRED	Subject to Section 13-118.1			

ORDINANCE NO. 11-_____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COSTA MESA TO AMEND TITLE 13, CHAPTER VII, ARTICLE 2, GENERAL PROVISIONS AND ARTICLE 3, SIGN REGULATIONS, OF THE COSTA MESA MUNICIPAL CODE RELATED TO SIGN REGULATIONS.

THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1: TITLE 13 (ZONING CODE) AMENDMENTS. Title 13 of the Costa Mesa Municipal Code is hereby amended as follows:

A. Chapter VIII, Article 2, Section 13-111, Definitions, is amended to include a revised definition for mural or supergraphic and to read as follows:

"Mural or super graphic. A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language and/or logo to the advertisement of any product or service or the identification of any business."

B. Chapter VIII, Article 3, Section 13-115, Table 13-115, Permanent Signs, Total Sign Area Per Street Frontage and Freestanding Signs, is amended to read as follows:

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).	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.
	Permitted non-residential uses: 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 STANDARDS	<ol style="list-style-type: none"> Must be located in landscaped planter equal to twice the sign area. May not obstruct visibility for motorists or pedestrians at driveways or intersections. May not obstruct visibility of legal signs on adjacent site(s). May not consist of a pole sign with a visible cylindrical pole structure(s). Planning Division may require 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 non-residential 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 obstructed by landscaping. See Section 13-116 if located within 200 ft. of residentially-zoned property. 			
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.	

TABLE 13-115. SIGN REGULATIONS				
PERMANENT SIGNS (continued)				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
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.			

C. Chapter VIII, Article 3, Section 13-115, Table 13-115, Permanent Signs, Building Signs, is amended to read as follows:

TABLE 13-115. SIGN REGULATIONS				
PERMANENT SIGNS (continued)				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
BUILDING WALL SIGNS PERMIT REQUIRED	Yes			
MAXIMUM AREA	Total area of all permanent building wall signage may not exceed TOTAL SIGN AREA PER STREET FRONTAGE.		Each single tenant may be allowed a maximum of 1.5 sq. ft. of building wall signage per lineal foot of building frontage of the business. If the building frontage of any such use is less than 25 lineal feet, only one sign, having a maximum area of 25 square feet, may be permitted.	
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.
NUMBER	N/A	<p>Single tenant buildings: A maximum of three wall signs per street frontage.</p> <p>Multi-tenant buildings: One wall sign per business on each street frontage. <i>Exception:</i> A tenant with more than 10,000 square feet of floor area in a multi-tenant building shall be permitted a maximum of three wall signs per business/street frontage.</p> <p>Buildings with more than 2 stories and 30 feet in height: No sign is permitted above the first floor of any building except for a single sign per street frontage on the uppermost portion of the building fascia identifying either the street address, name of the building, major tenant and/or logo. Street address up to 6 square feet per story shall not be counted toward allowable sign area.</p>		N/A

SECTION 2: ENVIRONMENTAL DETERMINATION. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA guidelines, and the City's environmental procedures, and has been found to be exempt pursuant to Section 15061 (b) (3) (general rule) of the CEQA Guidelines, in that the City Council hereby finds that it can be seen with certainty that there is no possibility that the passage of this ordinance amending the Zoning Code will have a significant effect on the environment..

SECTION 3: INCONSISTENCIES. Any provision of the Costa Mesa Municipal Code or appendices thereto inconsistent with the provisions of this ordinance, to the extent of such inconsistencies and or further, is hereby repealed or modified to the extent necessary to affect the provisions of this ordinance.

SECTION 4: SEVERABILITY. If any provision or clause of this ordinance or the application thereof to any person or circumstances is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such invalidity shall not affect other provisions or clauses or applications of this ordinance which can be implemented without the invalid provision, clause or application; and to this end, the provisions of this ordinance are declared to be severable.

SECTION 5: PUBLICATION. This Ordinance shall take effect and be in full force thirty (30) days from and after the passage thereof, and prior to the expiration of fifteen (15) days from its passage shall be published once in the DAILY PILOT, a newspaper of general circulation, printed and published in the City of Costa Mesa or, in the alternative, the City Clerk may cause to be published a summary of this Ordinance and a certified copy of the text of this Ordinance shall be posted in the office of the City Clerk five (5) days prior to the date of adoption of this Ordinance, and within fifteen (15) days after adoption, the City Clerk shall cause to be published the aforementioned summary and shall post in the office of the City Clerk a certified copy of this Ordinance together with the names and member of the City Council voting for and against the same.

PASSED AND ADOPTED this _____ day of _____ 2011.

GARY MONAHAN
Mayor of the City of Costa Mesa

ATTEST:

APPROVED AS TO FORM:

City Clerk of the City of Costa Mesa

City Attorney

STATE OF CALIFORNIA)

)ss

COUNTY OF ORANGE)

I, JULIE FOLCIK, City Clerk and ex-officio Clerk of the City Council of the City of Costa Mesa, hereby certify that the above foregoing Ordinance No. 10-___ as introduced and considered section by section at a regular meeting of said City Council held on the ___ day of _____, 2010, and thereafter passed and adopted as a whole at the regular meeting of said City Council held on the ___ day of _____, 2011, by the following roll call vote:

AYES:

NOES:

ABSENT:

IN WITNESS WHEREOF, I have hereby set my hand and affixed the Seal of the City of Costa Mesa this ___ day of _____, 2011.

City Clerk
City Council of the City of Costa Mesa