

Attachment F to Agenda File No. 2018-0168
Staff Survey of Sign Regulations*
In effect as of June 5, 2018

District Member Cities

City of Chula Vista – Wall Signs/Building Wraps (Sign Regulations, Chula Vista Municipal Code)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
For industrial, institutional or commercial land uses in the Coastal Zone	Signs advertising goods are prohibited (Section 19.85.005.B)	For industrial, institutional or commercial land uses outside the Coastal Zone	Prohibits: pole signs; flashing, air activated, animated or moving signs (Section 19.60)
Temporary Signs in Coastal Zone	Special Event Signs (Temporary) allowed for grand openings only in accordance with Chapter 19.60 and for a duration determined by the Planning Commission for signs within the Bayfront Redevelopment Area. In Bayfront Redevelopment Area, temporary signs, banners, notices, etc. shall only be displayed behind the glass of the structure. (Section 19.85.005.B)	Wall Signs outside of the Coastal Zone	High- and mid-rise hotels (when greater than 8 stories in height) allowed wall signage in addition to the above, including up to 2 signs with hotel name (individual letters or logo only) per building at 300 sf and 7 feet high max for each sign. (Section 19.60)
		Wall signs/ground signs in Coastal Zone	Commercial land use private signs allowed as wall or ground signs limited to 50 sf per parcel. Ground signs may be single- or double-faced provided freestanding signs do not exceed 8 feet in height in LCP Planning Area. High- and mid-rise hotels (when greater than 8 stories in height) allowed wall signage in addition to the above allowances, including up to 2 signs with hotel name (individual letters or logo only) per building at 300 sf and 7 feet high max for each sign. Signs must

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			<p>prevent perching by avian predators.</p> <p>Additional 25 sf maximum of changeable copy area allowed on single-face only signs for entertainment or convention facilities.</p> <p>Commercial uses adjacent to freeways allowed either two wall signs or one ground sign per lot with maximum total copy area of 100 sf; ground signs limited to 8 feet in height and may be double-faced or parallel to roadway.</p> <p>Private signs oriented to the freeway are prohibited at the final phase of the Bayfront Redevelopment.</p> <p>Industrial and office land use private signs allowed one identification sign per lot, visible from internal street. Size shall not exceed 40 sf or 6 feet in height; total sign area may include a directory or tenant listing if project is multitenant.</p> <p>Prohibits: pole signs; flashing, animated or moving signs, and billboard signs</p> <p>(Section 19.85.005.B)</p>
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<p>Miscellaneous:</p> <ul style="list-style-type: none"> • Bayfront Sign Program (in the Coastal Zone) established to control signs by eliminating those that are obtrusive and encouraging those that are creative and interesting while establishing a sense of place. Implemented as Appendix B to CVMC 19.85 and charges Planning Commission with review and approval authority of signs within the LCP Planning Area. The Program provides allowances for different phases of the Bayfront Redevelopment Area’s build-out with restrictions increasing as final development phases are achieved. • Definitions <ul style="list-style-type: none"> ○ Public Signs: built and maintained by the city or other public agency through an adopted financial plan. They are divided into subsections according to function and location. ○ Freeway-Oriented Signs: signs located in the freeway right-of-way or on private property. All signs in the freeway right-of-way must be approved by Caltrans. ○ Internal Signs: signs within the bayfront, not oriented to the freeway. <ul style="list-style-type: none"> ▪ Street Name Signs: Street name signs shall have special mountings and frames to identify streets as being a part of the new bayfront community. The sign copy will be the
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bayfront letter style (Bookman Bold, upper and lower case) and colors. The support will be constructed of wood.

- Directional Signs: Directional signs at intersections will help establish gateways to the redevelopment area and may include such generic information as convention center, marina, special-use park, wildlife refuge, etc., as necessary. Directional information for private developments may be included also at the discretion of the Planning Commission, but for the interim development phase only. Information will be clustered on one sign per intersection. Signs will have standardized mountings and trim. A minimum of six directional signs will be necessary for adequate information. Each shall include specially designed landscaped areas to create a setting.
 - Information Signs: Public information signs are designed for public facilities and services such as parks, marshes and marinas. Trim and colors are to be unified with the basic public sign theme.
 - Traffic and Parking Control Signs: Traffic control and parking signs shall be designed with standard copy faces, and shall be trimmed with the wood frames and supports of the bayfront motif. Exact sizes and locations are required by state regulation. It is suggested that the minimal number of signs necessary for effectiveness be used.
 - To help establish the new bayfront identity, natural-signed (olympic semitransparent 901) cedar frames shall enclose all public signs. The bayfront logo and Bookman bold typestyle shall be used throughout. Specific reds, yellows, and browns are the principal logo colors (Frazee Z57-23, 3, 29).
- Private Signs: Guidelines for private signs are organized according to location and project type. A somewhat more liberal criteria is established to serve business needs during the bayfront's initial development phase. The signs approved in this phase are called "interim signs." When the bayfront is substantially built out, interim signs must be replaced, modified, or removed entirely to comply with the more restrictive sign criteria established for the final development phase. The redevelopment agency shall determine when this changeover will occur based on their appraisal of the bayfront's progress. Developers submitting signs for approval for projects to be built close to the changeover date will be given the notice of complying with the final-phase criteria or building interim signs which would be removed or modified at their expense in the near future. The rationale for this phased system is that when the bayfront development is beginning and a bayfront identity is being established, certain private projects will need additional signs to attract business. When the area nears completion and a bayfront identity is clearly established, the bayfront itself will attract business traffic. At this time, more restrictive sign criteria can be implemented.
 - Background Area of Sign: shall be considered the entire area in which copy can be placed. In computing the area of sign background, only the face or faces which can be seen from any one direction at one time shall be counted.
 - Billboard: any sign usually designed for use with changing advertisement copy, which is normally used for the advertisement of goods or services rendered at locations other than the premises on which the sign is located.
 - Changeable Copy Sign: characterized by changeable copy regardless of method of attachment.
 - Copy Area: that portion of the total sign area devoted to lettering and/or symbolic communication. The copy area shall be determined by circumscribing the smallest possible rectangle around the copy, letters or symbol.
 - Directional Signs: signage that contains directional information for pedestrian or vehicular traffic or location.

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- Directory Signs: signs that are signs that list businesses, services, room numbers, or employees.
- Externally Illuminated Signs: a sign whose face is artificially illuminated by an external light source.
- Flashing, Animated, or Moving Signs: Flashing, animated or moving signs are defined as signs that: (1) intermittently reflect light from either an artificial source or from the sun; or (2) have an illumination which is intermittent, flashing, oscillating, or of varying intensity; or (3) have any visible portion in motion, either constantly or at intervals, which motion may be caused by either artificial or nature sources; or (4) utilize whirligigs or any similar item which uses wind as its source of power.
- Freeway Signs or Freeway-Oriented Signs: signs that have copy directed for freeway visibility either in the freeway right-of-way or on a property adjacent to the freeway.
- Freestanding Sign: a sign that is supported by one or more columns, uprights, or braces in or upon the ground.
- Ground Sign: a sign that is supported by the ground, by a continuous base (monument sign), or by poles or posts.
- Height of Sign: the distance measured from finished grade to the highest projection of the sign. On sloping ground, finished grade is defined as the average elevation between the high and low points of adjacent grade.
- Identification Sign: a sign that identifies a business name or principal service only. The sign should not serve as an advertisement device.
- Information Sign: a sign that provides information for public and private facilities or services, and the use thereof.
- Internally Illuminated Signs: internally illuminated signs are signs that have characters, letters, figures, design, or outline illuminated by electrical lights contained behind the sign face.
- Monument Sign: a ground sign which is supported by a visually continuous base.
- Multiple Copy Sign: a sign that advertises other than the name of the business and the principal product or service.
- Pole Sign: a sign supported by the use of one or multiple poles or columns.
- Public Sign: a public sign is any sign that is owned by government. Examples: bike routes, bus stop, or speed limit signs, or park or public facility identifications.
- Sign: any structure or device, logo, electric or non-electric, and all parts thereof which are used for advertising purposes upon or within which any poster, bill, bulletin, printing, lettering, painting, device, or other advertising of any kind whatsoever is placed. A sign shall not include any support frame or standard used exclusively for displaying the flag of the United States of America, the state, or the city, nor shall these flags be considered signs.
- Sign Area: Sign area shall include the background area of the copy. In the case of individual cut-out letters, sign area will include the exposed surface of the panel on which the letters are mounted.
- Temporary Sign: a sign intended to advertise community or civic projects, construction projects, real estate for sale or lease, other special events on a temporary basis.

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- Traffic Control Sign: directional signs which direct traffic flow including pavement arrows and signs. Examples: loading zone, handicapped parking, no parking.
- Wall sign: a sign that is in any manner affixed to any wall of a building or structure.

City of Chula Vista – Informational and Wayfinding (Sign Regulations, Chula Vista Municipal Code)	
Coastal Zone	<ul style="list-style-type: none"> • <u>Public Signs</u> <ul style="list-style-type: none"> ○ Direction signs allowed to establish gateways and may include generic information, such as “convention center”, “marina”, “special use park”, wildlife refuge”, etc. with a unified theme ○ Information Signs are allowed when designed for public facilities and services such as parks, marshes, and marinas with a unified theme • <u>Private Signs</u> <ul style="list-style-type: none"> ○ Only allowed when directional in nature and shall not be identification signs; maximum height limited to 4 feet with 4 sf of maximum copy area per side. <p>(Section 19.85.005.B)</p>
Citywide, outside of the Coastal Zone	<ul style="list-style-type: none"> • Directory signs allowed on building that include several different establishments; size limited to maximum of 10 sf in area and 5 feet in height. • Directional signage for pedestrian and vehicular traffic limited to maximum area of 10 sf and height of 10 feet • Directional rooftop signs prohibited except when incorporated into design of approved rooftop sign • Directional signs shall not be attached to light standards or flag poles and shall be limited in number to amount to provide ample notification <p>(Section 19.60)</p>

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City of Coronado			
<u>(Zoning Ordinance; has not been incorporated into City's Local Coastal Program)</u>			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-premises sign	Only allowed by Design Review Commission upon a showing of extreme hardship due to the unique location of the property which the sign serves; otherwise only real estate (e.g., for sale/lease) signage is allowed. (Section 86.60.090)	Temporary Signs	Allowed in any zone, within prior approval of Director of Community Development, but cannot exceed 20 square feet, and cannot be in place for more than 30 days. If over 20 square feet or in place for more than 30 days, prior Design Review Commission approval needed. Temporary "banner" type flag signs advertising nonprofit or nonpolitical special events of community-wide interest allowed in any zone for a period of not to exceed 7 days without City approval. (Section 86.60.100)
Scenic Highway Overlay Zone	Off-premises outdoor advertising signs, structures or displays prohibited.	Digital Display Signs	Prohibited. This includes prohibition of changing or blinking time and temperature displays.
		Scenic Highway Overlay Zone	Prohibited: temporary signs such as banners, pennants, streamers or posters; animated, revolving, or rotating signs; and freestanding signs.
<p>Miscellaneous:</p> <ul style="list-style-type: none"> • Time and temperature devices will not be considered signs if there is no identification or advertising thereon. (Section 86.60.020) • No sign shall be erected so as to block significant coastal or bay views or detract from the natural beauty of the coast. (Section 86.60.030) • Prohibited signs Citywide include, but are not limited to: animated signs, including changing or blinking time and temperature displays; flag signs, except for those advertising nonprofit special events of community-wide interest); internally illuminated signs; rotating, moving, emitting, or flashing signs. • Scenic Highway Overlay Zone: Two sections of State Route 75 – Silver Strand from Imperial Beach city limits to Pomona Avenue in Coronado, and the San Diego – Coronado Bay Bridge. The "Scenic Highway Element" of the City General Plan is also applicable to this zone. Chapter 86.44 of the Zoning Ordinance (Scenic Highway Overlay Zone) is also applicable to this zone. See sign prohibitions in table above. • Definitions <ul style="list-style-type: none"> ○ "Commercial sign" is a sign which serves a business. ○ "Directional sign" is a sign intended to promote safe and efficient vehicle and pedestrian movement. 			

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- "Flag sign" is a flexible material designed to hang or wave from a structure for the purpose of identifying or calling attention to commercial activities.
- "Off-premises sign" is a sign not located on the property it serves.
- "Temporary sign" is a sign of an impermanent nature serving a specific event or purpose.
- "Wall sign" is a sign which is in any manner affixed to any exterior wall of a building or structure and which projects not more than two feet from the building or structure and does not extend above the roof, parapet, building facade or any outmost edge of the building or structure.
- Local Coastal Program requires that signs preserve the character and quality of the community's visual environment, and that they not block significant coastal views, or detract from the natural beauty of the coast. The City is to maintain a Sign Ordinance that will provide protection to the City's visual resources.

City of Coronado – Informational and Wayfinding (Local Coastal Program Land Use Plan)	
Coastal Zone	In accordance with the City's Sign Ordinance, the City shall make provisions for signs as approved by the Environmental Design Review Commission and Traffic Safety Committee to inform visitors of shoreline access paths; automobile routes to the beach and associated parking; coastal recreational facilities (e.g. boat ramps, marinas, restrooms, etc.); official bicycle paths; and environmental preserves. (Section III.A.14, Coronado LCP 2013)
City-wide	Municipal Code or General Plan do not explicitly reference wayfinding or informational signage.

City of Imperial Beach (Municipal Code)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-site signs	Code does not explicitly reference off-site signs.	On-site signs	No permit shall be issued for an individual sign requiring a permit unless and until a Signage Plan or Comprehensive Signage Plan for the lot on which the sign will be erected has been submitted and approved by City. (Section 19.52.080).
Billboards	Prohibited Citywide (Section 19.52.230)	Digital Display	Animated signs are prohibited, except for special events. Changeable copy signs prohibited, except for time and temperature

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			signs. (Section 19.52.230)
		Temporary signs	Allowed, with prior approval of Community Development Department, and for a period not to exceed 30 days. (Section 19.52.250)
<p>Miscellaneous</p> <ul style="list-style-type: none"> • Prohibited signs include, but are not limited to: billboards; changeable copy signs, except time and temperature signs; animated signs, balloons and inflatable signs or inflatable attention-getting devices, beacons, pennants, and portable signs, except for special events as provided for in the municipal code. • Applicable content from General Plan/Local Coastal Program <ul style="list-style-type: none"> ○ The City should regulate signs in a manner which will emphasize safety, help improve and protect the appearance of buildings and the City as a whole, foster legible graphics and promote the public's awareness of the business community while respecting the City's suburban character. Signs should be restrained in character and no larger than necessary for adequate identification. Information bits should be limited and design and colors chosen to ensure legibility to passing traffic. A sign should relate in message, location and character to the business conducted or product offered at that site. Signs should relate in character, material, size, shape, height, placement and color to the sites and buildings of which they are a part. Pole signs and roof signs shall be prohibited. Monument signs shall not exceed 8 feet in height. (Design Element of General Plan/LCP) • Definitions <ul style="list-style-type: none"> ○ "Sign" means any writing, pictorial representation, symbol, banner, or any other figure of similar character of whatever material which is used to identify, announce, direct attention to or advertise, which is placed on the ground, on any bush, tree, rock, wall, post, fence, building, structure, vehicle, or on any place whatsoever and which is visible from outside a building. ○ "Animated Sign" means any sign that uses movement or change of lighting to depict action or create a special effect of scene. ○ "Building Sign" means any sign attached to any part of a building, as contrasted to a freestanding sign. ○ "Commercial Message" means any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service or other commercial activity. ○ "Incidental Sign" means a sign, generally information, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading zone," "telephone," and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental. ○ "Temporary sign" means any sign that is used only temporarily and is not permanently mounted. ○ "Wall Sign" means any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building 			

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or structure, which is supported by such wall building, and which displays only one sign surface.

City of Imperial Beach – Informational and Wayfinding (Imperial Beach General Plan and Local Coastal Plan, Municipal Code)	
Coastal Zone	The City prioritizes public access and provides a policy to add or improve access-way by having them located in proximity to public parking areas and public transportation routes. The use of these access-ways shall be encouraged through the installation of appropriate signage. (Goal 14 Shoreline Access, P-13 Imperial Beach GP & LCP 2015)
City-wide	<ul style="list-style-type: none"> Clear and ample signage shall be provided for key facilities such as the beach, pier, Tijuana River Valley and Wildlife Refuge; Border Field State Park, the City Hall complex and city parks. (Goal 1, C-2.d Imperial Beach GP & LCP 2015) Public signs are allowed to be erected by or on behalf of a governmental body to post legal notices, identity public property, convey public and community event information, direct or regulate pedestrian or vehicular traffic. (Section 19.52.190.A) The City shall develop a uniform public information sign program. (Design Element of General Plan/LCP)

City of National City (Regulatory Sign Ordinance)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Temporary Off-site signs outside the Coastal Zone	Temporary signs displaying off-site commercial messages or used for general advertising for hire, unless required by state law, are prohibited. (Section 18.47.070). Allowed on property owned by the City of National City or its affiliated agencies. (Chapter 13.28, Proprietary Use of City Property).	Temporary Signs outside of the Coastal Zone	Allowed, with limitations, for: construction site signs; real estate signs regarding property for sale or for lease; special events; residential signage. (Section 18.47.090)
Off-site paid advertising	Off-site commercial advertising signs prohibited; free standing	Digital Display Signs outside of	Allowed in the following zones: industrial, commercial, and mixed-

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signs in the Coastal Zone	off-premise commercial signs, and roof-mounted signs prohibited (see below). In addition, all development is appealable to the Coastal Commission and our research did not uncover any approvals for advertising.	the Coastal Zone	use districts, subject to a sign permit, and subject to: height; master sign program, maximum display area limitations; operational hours; minimization of light/glare; noncommercial messages and onsite commercial messages only; no billboards or for purposes of general advertising for hire. (Section 18.47.080)
		On-premises signage in the Coastal Zone	Free standing on-premise commercial signs and roof-mounted signs prohibited (see below).

Miscellaneous:

- Regulatory Sign Ordinance only applies to signs on private property and public property not owned by the City of National City or its affiliated agencies.
- Prohibited signs include, but are not limited to: New billboards, conversion of existing billboards to digital or dynamic or tri-vision display, expansion of the display face of any existing billboard (except as authorized by state law), and the installation of an additional display face to an existing billboard structure; Signs using animation, flashing, blinking, or intermittent light exceeding prescribed operational parameters related to illumination, flashing/blinking, chaser lights, high intensity neon lights, rotating beacon lighting.
- Temporary Use Permit process could be pursued for special event signage/building wraps/advertising, but this is uncharted territory.
- Definitions
 - "Billboard" means a permanent sign structure in a fixed location which meets any one or more of the following criteria: (1) it is used for the display of off-site commercial messages; (2) the message display area, or any part thereof, is made available to message sponsors other than the owner(s) or operator(s) of the sign, typically for a fee or other consideration, i.e., it is general advertising for hire; (3) the sign is a principal or secondary use of the land, rather than appurtenant or accessory to some other principal use of the land.
 - "Commercial message" means a message that proposes a commercial transaction or pertains primarily to the economic and commercial interests of the message sponsor and/or the sign audience.
 - "Digital display" means display methods utilizing LED (light emitting diode), LCD (liquid crystal display), plasma display, projected images, or any functionally equivalent technology, and which is capable of automated, remote or computer control to change the image, either in a "slide show" manner (series of still images), or full motion animation, or any combination of them.
 - "Directional sign" is a sign used to provide directions to pedestrians and vehicular traffic.
 - "Offsite sign" means a sign that advertises commercial products, accommodations, services, or activities not provided in or on the property or premises upon which it is located. The on-site/off-site distinction does not apply to non-commercial messages.
 - "Onsite sign" means a sign that advertises the commercial business, accommodation, services, or activities provided on the premises on which the sign is located, or is expected to be provided in the near future, such as "coming soon" movie posters. In the case of developments subject to a master sign program, all establishments subject to the program are considered on-site whenever located within any location subject to the program. All establishments within a shopping center are on-site as to any sign(s) also located within that

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- shopping center. The on-site/off-site distinction does not apply to non-commercial messages.
- "Temporary sign" means a sign that is constructed of lightweight or flimsy material, and is easily installed and removed using ordinary hand tools. Any sign that qualifies as a "structure" under the Building Code is not within this definition.
 - "Wall sign" means a sign that is attached to, erected against or painted on the wall of a building or other vertical structure. Only explicitly allowed, and with limitations, on property used for public assembly.

City of National City – Signage (Local Coastal Program)
Harbor District Specific Area Plan (Section 5.3.4)
<ul style="list-style-type: none"> • Off-site commercial advertising signs prohibited in the Coastal Zone. • Public Access and Directional Signs at a minimum should be located at or near all street intersections; format and appearance consistent with Joint Coastal Commission-State Coastal Conservancy Public Access Guidelines. • Environmental, cultural, and historical interpretive signs allowed in parks, plazas, public accessways/bicycleways, landward of habitat buffer. • No illumination of Paradise March, delineated wetlands, habitat buffers, or environmentally sensitive areas allowed. • Building-mounted signs shall only serve on-premise commercial or marina-related industrial uses, and cannot exceed 50 square feet in size. • Free-standing on- or off-premise commercial signs and roof-mounted signs are prohibited. • Applicable and more stringent provisions in the version of the Land Use Code that was in place at the time that the LCP was certified by Coastal Commission supersede this plan.
Land Use Plan (Chapter VI – Visual Resources)
<ul style="list-style-type: none"> • Permit required for all signs and outdoor advertising. • Billboards prohibited • Cross references sign ordinance of Land Use Code (i.e., Signage Ordinance in place at the time that the LCP was certified by Coastal Commission), indicating that such ordinance adequately manages signage issues.

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Implementation Plan (Section XII – Signs and Outdoor Advertising)	
<ul style="list-style-type: none"> Cross references Land Use Code (i.e., Signage Ordinance in place at the time that the LCP was certified by Coastal Commission) and Land Use Plan. However, this was unavailable, but because the LUP prohibits on-site advertising, the LIP could not contradict this. 	

National City – Informational and Wayfinding (Local Coastal Program, Harbor District Specific Area Plan, Municipal Code)	
Coastal Zone	<p>City standards for signing are based upon the LCP LUP Visual Resource Policy 5 to “ensure development, including signage, throughout the coastal zone is “visually appropriate” and conforms to City standards. (National City Local Coastal Plan 1997)</p> <p>Public Access and Directional Signs at a minimum should be located at or near all street intersections; format and appearance consistent with Joint Coastal Commission-State Coastal Conservancy Public Access Guidelines. .(Section 5.3.4(a) of Harbor District Specific Area Plan)</p>
City-wide, outside of the Coastal Zone	Allowed in all zones, but cannot exceed a total of three square feet in size per sign, and total area combined does not exceed nine square feet per parcel, and are exempt from obtaining a sign permit. (Section 18.47.080)

City of San Diego (Municipal Code and Community Plans (LCPs))			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
For industrial, institutional or commercial land uses outside of the Coastal Zone	Wall signs allowable for on-site business, but limited exception may be made if approved by City Manager (142.1225) Wall Signs in Commercial and Industrial Zones	For industrial, institutional or commercial land uses outside of the Coastal Zone	<p>Permanent or changeable copy on signs shall contain on-premises or public interest messages only. (142.1210)</p> <p>On-site wall signs are limited to one per establishment and square footage is limited)</p>

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			<p>Temporary window or building signs may not be attached or affixed in any manner to the exterior surface of any window or building.</p> <p>There are limitations on permanent Secondary Signs in Commercial and Industrial Zones. Specifically, the signs allow content related to acceptable payment types, service restrictions, or trade and/or public interest messages.</p> <p>(Section 142.1250)</p>
Digital and Electronic		Digital Signs outside of the Coastal Zone	<p>Signs with animated copy that includes action, motion, or an illusion of either, or has color changes of all or part of the sign face, may be installed provided that the animated portion of the sign does not exceed 10 square feet. (142.1210 General Sign Regulations)</p>
La Jolla Community Plan and Local Coastal Program		La Jolla Community Plan and Local Coastal Program	<p>Allows for kiosks and directional signage that are consistent with the character of the commercial area.</p> <p>Enhanced commercial on-site signage is allowed but it must help unify the architectural theme of commercial projects.</p>
<p>Miscellaneous:</p> <ul style="list-style-type: none"> • Primary Signs: Primary signs identify an establishment or a premises while the establishment is operative or the premises is occupied. <p>The following are the different types of primary signs: Wall signs, including theater marquees, marquee signs, and entrance awning signs</p> <ul style="list-style-type: none"> • Secondary Signs: Secondary signs provide information that is secondary to identifying the major activities occurring on the premises. • (On-premises messages are those identifying or advertising an establishment, person, activity, goods, products, or services located on the premises where the sign is installed. (142.1210 General Sign Regulations) 			

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City of San Diego – Informational and Wayfinding (General Plan; San Diego Downtown Community Plan)	
City-wide	The intent is to design project signage so as to effectively utilize sign area and complement the character of the structure and setting. This includes designing pedestrian-oriented signs to acquaint users to various aspects of a development and placing to direct vehicular and pedestrian circulation (Section UD-A.14(b) of General Plan, 2008)
San Diego Downtown Community Plan	<p>With the intent of making downtown more visitor-friendly, the sign policies of the Community Plan are intended to balance the public interest—in promoting a safe, well-maintained and attractive city—with the interests of businesses and organizations in ensuring the ability to identify products, services, and ideas.</p> <p>Wayfinding and Sign policies include: Expanding the wayfinding program to encompass nighttime use and pedestrian-oriented kiosks with maps in strategic location and maintaining appropriate regulations. (Policies 5.7-P-1, 5.7-P-2, 2006)</p>

County of San Diego and Other Cities in San Diego County Coastal Zone

County of San Diego – Off-premise Signs/Advertising (Zoning Ordinance)	
	Off-premise signs prohibited in any area that is located within the California Coastal Zone. (Section 6205)
	No advertising messages, including business or corporate names, shall be allowed on Community Identification Signs. (Section 6207)
	Signs are prohibited in any zone subject to Scenic Area Regulations, except for wayfinding signs, community information signs, or community identification signs. (Section 6207)

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County of San Diego – Informational and Wayfinding (Zoning Ordinance)	
County-wide	Directional wayfinding signs are a network of uniform direction signs intended to identify and provide direction to local points of interest which are of a civic, cultural, visitor oriented or recreational nature. Directional wayfinding signs may be placed no more than 5 miles from the destination. (Section 6207)

City of Carlsbad – Wall Signs/Building Wraps (Sign Ordinance)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-site commercial signs/Off-premise signage/off-site sign	Prohibited Citywide (except for “real estate for sale” signs); prohibited in Coastal Zone (Section 21.41.030)	Wall Signs	Allowed, with limitations, for on-premise purposes and with a sign permit. Off-premise wall signs prohibited. (Section 21.41.095)
Digital Display Signs	Prohibited Citywide (Section 21.41.030)	Digital Display Signs	Prohibited Citywide (Section 21.41.030)
		All of Carlsbad Coastal Zone, except Agua Hedionda Segment and Carlsbad Village Area	Façade, directory, and monument signs allowed, with limitations on quantity and size. Tall freestanding and roof signs not allowed. Off-premises signs not allowed. CDP required. (Section 21.41.090)
		Agua Hedionda Segment of Carlsbad Coastal Zone	Uncertified segment of the City of Carlsbad’s Local Coastal Program, all development must be approved by the Coastal Commission and our research did not uncover any approvals for advertising.
		Carlsbad Village Area of Carlsbad Coastal Zone	Generally allowed: wall signs, projecting signs, fabric awning signs, banner signs, neon signs, marquee signs, hanging signs, window

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			<p>signs, plaque signs, restaurant menu signs, address signs, tenant directory signs, monument or ground signs (limited), pole signs (only outside coastal zone), freestanding sidewalk signs on public property, freestanding sign on private property.</p> <p>Prohibited: Interior illuminated boxed display signs; changeable letter signs, except for marquee signs for cinemas or performing arts theatres; roof signs; pole signs; off-premises signage, including billboard signs and signs which are not located directly in front of a related business.</p> <p>(City of Carlsbad Village Master Plan and Design Manual, Chapter 5; Section 21.41.090)</p>
		Temporary Signs	<p>Prohibited Citywide, except for these uses, with limitations and sign permit: projects under construction; property for lease or sale; projects in commercial, office, and industrial zones that are waiting for permanent sign installation; seasonal sales; community events at public parks/recreational facilities. (Section 21.41.100)</p>
		Permanent Signs	<p>Permitted, with limitations, such as but not limited to: color and illumination. (Section 21.41.080 Sign design standards)</p>

Miscellaneous:

- Definitions

- “Commercial signage/commercial message” means any sign or sign copy with wording, logo or other representation that directly or indirectly names, advertises or calls attention to a business, product, service or other commercial activity or which proposes a commercial transaction or relates primarily to commercial or economic interests.
- “Digital Display” means a physical method of image presentation using LCD (liquid crystal display), LED (light emitting diode), plasma displays, projected images, or other functionally equivalent display technologies. Signs using such display methods are called by various names, including, CEVMS (commercial electronic variable message signs or changeable electronic variable message signs), electronic message boards, electronic reader boards, dynamic signs, digital signs, electronic signs, message centers and similar terms.
- “Externally illuminated” means illuminated by a light source that is located externally to the sign surface. This method of lighting may include, but is not limited to, spotlighting or backlighting.

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- “Façade sign” means a sign fastened to the exterior walls of a building exposed to public view. See also “wall sign.”
 - “General advertising” means the enterprise of offering sign display space for a fee or other consideration to a variety of advertisers, commercial or noncommercial.
 - “Internally illuminated” means the illumination of the sign face from behind so that the light shines through translucent sign copy or lighting via neon or other gases within translucent tubing incorporated onto or into the sign face.
 - “Off-site sign” means any sign that gives directions to or identifies a commercial use, product or activity not located or available on the same premises as the sign. The on-site/off-site distinction applies only to commercial messages. There is no location criterion for noncommercial messages.
 - “On-site sign” means a sign displaying a commercial message which relates or pertains to the business conducted, services available or rendered or goods available for sale, rent or use, upon the same premises where the sign is located. On-site can mean more than the exact same parcel or premises, upon which the sign is located if that site is part of a larger commercial center, as to any store, business, or establishment that is within the commercial center. A sign program may define “on-site” in a manner which applies only to that program. The on-site/off-site distinction applies only to commercial messages.
 - “Permanent sign” means any sign which is intended to be and is so constructed as to be of lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear and tear) and position and in a permanent manner affixed to the ground, wall or building. The message display of a sign may be changed without affecting its character as a permanent sign.
 - “Temporary sign” means a sign, including paper, cardboard wood, plastic, synthetic, fabric or similar materials, which by virtue of its physical nature is not suitable for long term display or permanent mounting.
 - “Wall sign” means a sign attached to a wall surface that does not project or extend more than ten inches from the wall, which is confined within the limits of an outside wall and which displays only one display surface.
- Vending machines which do not display general advertising are not considered “signs.”

City of Carlsbad – Informational and Wayfinding (Sign Ordinance, General Plan, Local Coastal Program)	
Coastal Zone	Carlsbad recommends all public shoreline access points have wayfinding signage (LCP 7-2). However, they do not provide additional policies regarding the type of signage.

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City-wide	<p>Related to Community Character and Design, the City of Carlsbad wants to enhance walkability on a citywide scale by installing benches and transit shelters and adding landscaping, wayfinding signage, public art, and pedestrian-scaled lighting. (General Plan 2-P.48)</p> <p>Allowed for on-site signage in commercial, and a few other zones, with limitations on number of signs, maximum sign area, maximum sign/letter height, and location.</p>
<p>“Directional sign” means an on-site sign designed to guide or direct pedestrian or vehicular traffic to uses on the same site.</p>	

City of Encinitas – Wall Signs/Building Wraps (Sign Ordinance)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Billboards	Explicitly prohibits new billboards but grandfathers in existing legal billboards and even allows existing legal billboards to be relocated in the City; albeit no relocation in the Coastal Zone. (Section 30.60.050)	Wall Signs	Allowed, with limitations to size, location, height in nonresidential zones only.
Off-site commercial message	Prohibited Citywide. (Sections 30.60.070, 30.60.100, 30.60.110)	On-site commercial signage	Allowed but shall present only a message which is consistent with the commercial uses for which the property is zoned, and no off-site commercial shall be presented. (Section 30.60.100).
		Temporary signs	Allowed, with limitations to size, location, special events, and display duration; and no off-site commercial messages permitted. (Section 30.60.110)
		Digital Display	Prohibited; except for time and temperature signs. (Section 30.60.050)
Miscellaneous:			
<ul style="list-style-type: none"> • No sign shall be erected that would unreasonably obscure from any public view existing, conforming signs on adjacent properties; or that would block significant scenic views or detract from 			

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the natural beauty of the City as identified in the General Plan. (Section 30.60.050)

- Definitions
 - “Commercial sign” is a sign that conveys a message which proposes a commercial transaction expressly related solely to the economic interests of the business person and the public; as may further be defined by judicial decision.
 - “Ancillary commercial sign” is a sign that conveys a message of a commercial nature that is related to a lawful, residential use; for example, without limitation, a message that announces the sale, rental, or lease of residential property, a garage/yard sale, a reward for a lost animal, or a civic fund raising event, or a message announcing an on-site security system.
 - “Temporary sign” is one which is “in place or visible” for the duration of a temporary use or six months, whichever is less.
 - “Off-site message” is a sign which is not related to a lawful use occurring on the site; for example, without limitation: identification of an activity not occurring at the site of the sign, identification of a product not available at the site of the sign, or identification of property located elsewhere.
 - “Billboard” is a permanent structure sign which meets any one or more of the following criteria: (1) is used for the display of off-site commercial messages; (2) is used for general advertising or advertising for hire; or (3) display space on the sign is routinely rented, leased or donated to advertisers other than the owner or operator of the sign.
 - “Noncommercial sign” is a sign that does not identify, advertise or attract attention to a business, product or service, or propose an economic transaction. Typical examples include signs whose message addresses a topic of public concern or controversy such as, by way of example and not limitation, politics, religion, philosophy, science, art or social commentary. Any distinctions as to “on-site” or “off-site” do not apply to non-commercial signs.
- Applicable sections of Land Use Plan (Encinitas has fully-certified LCP)
 - Prohibit and eliminate billboards and obtrusive advertising media along freeway corridors, Highway 101/First Street and other scenic corridors and routes as specified in the Resource Management Element. (Policy 9.3 of Land Use Element)
 - Prohibit whenever legally possible, or strictly regulate billboards on city streets, roads, freeways, railroad rights-of-way, and lagoons. (Policy 4.9 of Circulation Element)
 - Off-site signage should be prohibited and existing billboards removed. (Policy 4.9 of Resource Management Element)

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City of Encinitas – Informational and Wayfinding (Sign Ordinance, Encinitas, California Parks, Beaches, Trails, And Open Space Master Plan, Local Coastal Program)	
City-wide	Encinitas intends to take action to develop a wayfinding program (with wayfinding and signage standards (2.4a)to help connect residents and visitors, and create awareness of greenways, bike paths, and trails using signs, apps, and maps (Parks Master Plan 1.2c).
Off-site Directional signs	Only allowed on property zoned general commercial, not fronting on a Circulation Element Road, and on a property at least four acres in size. Maximum height is 8 feet, and only one sign allowed, and cannot be over 16 square feet in size. (Section 30.60.100)
On-site Directional signs	Allowed only for purposes of directing or controlling on-premises traffic or parking, and provided the size of the signs do not exceed an area per face of 8 square feet or a height of eight feet. (Section 30.60.100)

City of Oceanside – Wall Signs/Building Wraps (Sign Ordinance)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
For industrial, institutional or commercial land uses	Expressly Prohibited. (Section 33004.A; 3324.A.)	For industrial, institutional or commercial land uses	All signage must be on-site commercial signage. (Section 33004.A.)
Wall Signs in Open Space Uses	Outside of the Coastal Zone it is silent as to whether they may be off-site or on-site signage. (Section 33004.C; 3324.C.) Wall signs shall not exceed forty square feet. (Section 33004.C.)	Wall Signs	Sign Area: Limited in size to two (2) square feet for each lineal feet of building frontage where the sign is proposed. Front Wall Sign: May be up to 70 % of building frontage to a max of 50 feet. Sign Copy: Regulates letter height based on building footage width and shall be limited to two lines of copy. Location: Top of the sign shall not project above a certain point and wall signs are allowed on only two sides of the building.

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			(Section 33004.A.2)
Temporary Signs	Expressly Prohibited (Section 33004.D.)	Oceanside Small Craft Harbor	<p>In addition to the other signage regulations the following applies:</p> <p>Location: Signs shall be located on building façade or on-site adjacent to entry of building. Wall signs shall not be placed on roofs or windows.</p> <p>Max Quantity: One (1) per separate establishment on each street frontage and/or water frontage façade.</p> <p>Size: Size and quantity must be compatible with scale of structure, but in no case can it exceed 12 square feet of panel size in one elevation (building face) or 24 square feet on all elevations (building face).</p> <p>Display light sources should be screened from autos, boats and pedestrians. No internal lighting is permitted. (Section 3318.2 and 3318.4)</p>
Coastal Zone (Downtown Oceanside is the Only Portion in the Coastal Zone)	Prohibits Off-Site Commercial Signage (except for residential kiosks). (3325.S)	Comprehensive Signage Package	<p>Required for Buildings or building complexes containing three or more uses or separately leasable spaces.</p> <p>Exterior digital display signs may be considered with strict standards and only outside the Coastal Zone. (Section 3307.B.)</p>
<p>Miscellaneous:</p> <ul style="list-style-type: none"> • “On-site commercial signage” is defined as a “sign that advertises the commercial business, accommodation, services or activities provided on the premises on which the sign is located, or expected to be provided in the near future.” • Examples of Prohibited signs: Animated; new billboards; conversion of an old billboard into digital or electronic display; roof signs, flashing, blinking, or intermittent lighted; digital display, electronic message except in limited circumstances. (Section 3305; 3325.) 			

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City of Oceanside - Wayfinding (Sign Ordinance)	
City Kiosk Program	<p>Only for directional, event and community signage within the public right-of-way.</p> <p>Off-site directional signage (where a business is located is allowed)</p> <p>Must have "Oceanside" logo.</p> <p>An applicant may apply for signage to be placed within one or more kiosk displays.</p> <p>Design and location discretion shall only be made with due consideration to aesthetic appearance, cost, readability, traffic and public safety concerns and may include pedestrian oriented digital/electronic message displays.</p>

City of Solana Beach – Wall Signs/Building Wraps (Local Use Plan, Chapter 6, Section 5 – Local Implementing Plan has not been certified; Signage Ordinance (SO))			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Scenic Area Overlay Zone in Coastal Zone (Near HWY 101 and Open Space)	<p>Off-site signage is prohibited except for City’s way finding signage program and temporary real estate signs. (LUP Chapter 6, SO Section 17.64.040)</p> <p>All others need a conditional use permit. (Section 17.64.050)</p> <p>However, all development must be approved by the Coastal Commission and our research did not uncover any approvals for advertising.</p>	All Coastal Zone	<p>Placement of signs other than traffic or public safety signs, which obstruct views to the ocean or beaches from public viewing areas, and scenic roads shall be prohibited.</p> <p>The number, size, location, and design of all other signs shall not detract from the visual setting of the designated area or obstruct significant views.</p> <p>Shall minimize impacts to visual resources.</p> <p>Signs approved as part of commercial development shall be incorporated into the design of the project and shall be subject to height and width limitations that ensure that signs are visually compatible with surrounding areas and protect scenic views.</p> <p>Permitted monument signs shall not exceed eight feet in height.</p>

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			Free-standing pole or roof signs are prohibited.
Wall Signs/Building Wraps	Does not expressly address in the LUP. However, all development must be approved by the Coastal Commission and our research did not uncover any approvals for advertising.	Wall Signs/Building Wraps	Does not expressly address.
Public beaches and public parks.	Expressly prohibited.		
Advertising Structure	Any type of advertising structure is prohibited, including without limitation statues, other than a permitted sign which does any of the following: conveys a specific commercial or noncommercial message; or advertises a product, service or business; contains or represents a business trademark or logo. (Section 17.64.050)		
<p>Miscellaneous:</p> <ul style="list-style-type: none"> • While the City’s way finding signage program is mentioned in the LUP, there are no details. • Definitions: <ul style="list-style-type: none"> ○ “Off-premises sign” is a “sign which advertises or directs attention to products or activities that are not provided on the parcel upon which the sign is located.” ○ “Advertise” is “any notice to the public for the purpose of increasing sales or business, announcing the availability of a service or product, or making claims as to the value or quality of any service or product.” ○ “Advertising structure” is “an on-site or off-site structure of any kind or character other than the main business identification sign, erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing, painting, or other advertisement of any kind whatsoever is placed.” ○ “Special event sign” as a “temporary sign which advertises special civic events and activities such as street fairs, community festivals, parades, farmers’ markets and charity benefits.” 			

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City of Solana Beach – Informational and Wayfinding (Local Use Plan, Chapter 6, Section 5 – Local Implementing Plan has not been certified; Signage Ordinance (SO))	
Scenic Area Overlay Zone in Coastal Zone (Near HWY 101 and Open Space)	Off-site signage is prohibited except for City’s way finding signage program and temporary real estate signs. (LUP Chapter 6, SO Section 17.64.040) All others need a conditional use permit. (Section 17.64.050.)
City-Wide	While the City’s way finding signage program is mentioned in the LUP, there are no details.

Southern California Cities

City of Long Beach (Municipal Code)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
For industrial, institutional or commercial land uses	<p>Types of billboards prohibited: Any billboard integrated, incorporated, or otherwise included into the architectural design of a building, unless explicitly approved by the Site Plan Review Committee and Planning Commission, or otherwise approved as part of a lease agreement (Section 21.54.125 (B))</p> <p>Any off-site advertisement meeting the definition of "supergraphic" as defined in Section 21.15.2980 (see below) shall be prohibited. The only exception shall be for a temporary supergraphic allowed under a special events permit. (Section 21.54.125 (C))</p>	For industrial, institutional or commercial land uses	<p>The following standards shall apply to the design of all signs subject to this chapter, for the purpose of carrying out the intent and achieving the goals of this chapter set forth in Section 21.44.010 - Purpose:</p> <p>A.Character. Signs shall enhance the public realm and aid in the creation of a street's character. No sign shall impede pedestrian traffic, block sight lines in the public viewshed, or disturb adjacent residences.</p> <p>B.Complementary. The color, material, scale, lettering, and lighting shall complement the surrounding street environment and buildings that the sign addresses.</p>

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In effect as of June 5, 2018

			<p>C. Size. Signs shall never overpower the building. The sign shall fit comfortably into the architecture and character of the building or storefront. Signs shall be mounted in a manner that does not detract from the building's architectural presence and aesthetics.</p> <p>D.Audience. Signs intended for tourists, locals, or different age groups can suffer from poor sign design. Therefore, regardless of the intended audience, sign design shall conform to these design principles.</p> <p>E.Concise. Information on signs shall be brief, clear, and simple with appropriately-sized lettering, and a clear information hierarchy. When appropriate, symbols may be used in place of text.</p> <p>F.Illumination. Lighting used with signs shall be focused and minimal, especially for exterior-lit signs. Lighting shall be in scale with the sign and building. Design of sign illumination shall make every effort to avoid contributing to night-sky light pollution.</p> <p>21.44.102 - Copy.</p> <p>For all major sign types, sign copy shall be limited to the identification of the business, and up to two (2) products or services sold or available on the premises. Copy shall not be placed on the edges of any sign</p>
		<p>Advertising in All Areas</p>	<p>21.44.900 - Signs on public property.</p> <p>4.Wall signs for on-premises advertising on buildings used by concessionaires or other private commercial users or lessees of public property, when authorized by departments or agencies of the City in their proprietary capacity, and provided that any such signs comply with the provisions of Section 21.44.120 pertaining to wall signs;</p> <p>16.55.020 - Advertising/recognition agreements.</p>

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			<p>A. The City may enter into contracts, permits, licenses and agreements with private individuals or organizations to provide advertising space or donor recognition on City-owned real and personal property as may be designated in the City's advertising policy, in exchange for cash, equipment, supplies, services or other valuable consideration.</p> <p>B. Any contract, permit, license or agreement entered into pursuant to this Chapter shall be in conformity with, and subject to, any limitation imposed by the laws and regulations of the State of California including, but not limited to, the California Environmental Quality Act ("CEQA"), the California Vehicle Code, the City's General Plan, the California Outdoor Advertising Act, applicable zoning laws and regulations and the City's advertising policy.</p> <p>C. The type, location, size, content and duration of any advertising, advertising display, or donor recognition shall be subject to approval by the City to the extent permitted by law and shall be specified in the contract, permit, license or agreement.</p> <p>D. Except as permitted herein, no advertising, advertising display or donor recognition shall be permitted on public property or public facilities. (Ord. C-7429 § 1, 1996)</p>
		<p>Digital and Electronic</p>	<p>21.54.140 - Conversion of non-electronic billboards to electronic.</p> <p>The City hereby declares that the vested rights held by existing billboards, whether conforming or nonconforming to this Chapter, do not allow conversion of said billboards to electronic billboards as a matter of right. No existing billboard shall be converted to an electronic billboard unless the following conditions are met:</p> <ul style="list-style-type: none"> A. Conditional Use Permit is obtained by the applicant; B. The billboard meets the requirements of Table 54-1;

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			<p>C. The applicant obtains all required building permits; and</p> <p>D. Other existing billboard display surface area is permanently removed from the City as required by Subsection 21.54.160.A or B, as applicable.</p>
		Wayfinding	<p>21.44.062</p> <p>H. Signs and wayfinding features shall be incorporated with public art or placemaking objects where possible.</p> <p>I. Placement of signs in the public right-of-way should be uniform and designed at the correct scale for the intended reader, for both motorists and pedestrians.</p>

Miscellaneous:

- "Billboard" means a sign that identifies or communicates a commercial or noncommercial message related to an activity conducted, a service rendered, or a commodity sold at a location other than where the sign is located. This includes, but is not limited to, electronic billboards, building graphics, supergraphics, building wraps, and wall drop signs containing off-site messages, and billboards painted or applied to building walls. (Title 21, Chapter 21.15, 21.15.370 Billboard)
- "Wall sign" means a sign fastened to the wall of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign. Such a sign may not project more than fourteen inches (14") beyond the vertical wall surface or it shall be considered a projecting sign. (Title 21, Chapter 21.15, 21.15.2750 Sign, wall)
- "Supergraphic" means a sign, containing either on-site or off-site advertising, consisting of sign copy and/or an image that is applied to a building, structure, or wall, or projected onto a building, structure, or wall, or printed on vinyl, mesh, fabric, or any other material, and hung from or wrapped about a building or structure, and which does not comply with the requirements for a permitted sign type under the provisions of Chapter 21.44, or the requirements for a billboard under Chapter 21.54. The term "supergraphic" also shall include signs known as "building wraps." (Title 21, Chapter 21.15, 21.15.2980 Supergraphics)
- "Electronic message center sign" is a sign whose alphabetic, pictographic, or symbolic informational content can be changed or altered on a fixed display surface composed of electrically-illuminated or mechanically-driven changeable segments. This includes signs whose informational content can be changed or altered by means of computer- or circuit-driven electronic impulses. An electronic message center sign displays only on-site sign copy, information, and advertising; otherwise it shall be considered a billboard. Electronic message center sign does not include a sign that displays only time, date, and/or temperature if it is six (6) square feet or smaller. (Title 21, Chapter 21.15, 21.15.2577 Sign, electronic message center)
- "On-premises sign" means a sign that identifies or communicates a message related to the activity conducted, the service offered, or the commodity sold on the premises upon which the sign is located. (Title 21, Chapter 21.15, 21.15.2660 Sign, on-premises)

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- "Promotional activity sign-commercial" means any sign utilized to promote or advertise a commercial activity or event that is permitted on a temporary basis under the provisions of Section 21.44.410, for the purpose of announcing an event, product, service, or sale of a temporary nature. Promotional activity signs are made of non-permanent materials such as cloth, vinyl, or mesh, and are not permanently attached or affixed to a building. Promotional activity signs commonly are known as "banners." (Title 21, Chapter 21.15, 21.15.2720 Sign, promotional activity – commercial)
- The words and phrases defined in this Section, wherever used in this Chapter, shall have the meanings indicated unless the context requires a different meaning:
 - "Advertise", and any of its variants, and "advertising display" mean the depiction or presentation on a sign, personal property, bench, fixed device or structure of any name, word, statement, message, drawing, picture, painting, mark, motto, symbol or figure for the purpose of calling attention to a business, trade, organization or activity and/or inducing directly or indirectly, the purchase or use of any specific item of commerce or trade (16.55.010 - Definitions.)
- Port Master Plan (1990)
 - District 7, Goal 2, Objective: Provide enhanced information signing to provide better guidance to the public in reaching places of business and points of interest.
 - Goal 3: Minimize disruption of significant view corridors. Objectives: Develop design criteria for future developments that involves color, form, texture, and scale.

City of Long Beach – Informational and Wayfinding (Local Coastal Program, Municipal Code)	
Coastal Zone	City standards for signing are based upon the LCP LUP Visual Resource Policy 5 to “ensure development, including signage, throughout the coastal zone is “visually appropriate” and conforms to City standards.
City-wide	Signs and wayfinding features shall be incorporated with public art or placemaking objects where possible. 21.44.062(H) Placement of signs in the public right-of-way should be uniform and designed at the correct scale for the intended reader, for both motorists and pedestrians. (21.44.062 (I))

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City of Los Angeles (Municipal Code)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
For industrial, institutional or commercial land uses	<p>SEC. 14.4.18. OFF-SITE SIGNS.</p> <p>A. Area. The sign area of a single face shall not exceed 800 square feet.</p> <p>B. Height.</p> <p>1. The height to the top of the off-site sign shall be limited to a maximum of 42 feet above the sidewalk grade or edge of roadway grade nearest the sign, except that a sign that is more than 80 percent above a roof of a building may extend to the top of the sign a maximum of 30 feet above the surface of the roof under the sign.</p> <p>2. In no event shall the height to the top of the off-site sign exceed a height greater than that height specified for the height district in which the sign is located, or a height of 60 feet above the sidewalk grade or edge of roadway grade nearest the sign, whichever is more restrictive.</p> <p>3. The bottom of the off-site sign shall be at least eight feet above the sidewalk grade or edge of roadway grade nearest the sign.</p> <p>C. Location.</p> <p>1. No portion of an off-site sign with a sign area greater than 80 square feet shall be placed within 200 feet of a residentially zoned lot, which is located on the same side of the same street as the lot on which the sign is placed. However, where a lot has</p>	For industrial, institutional or commercial land uses	<p>14. Signage.</p> <p>(a) Allowable Area</p> <p>(1) A maximum of 1 square foot of total signage area is permitted along each facade per each linear foot of building frontage as measured along the lot line.</p> <p>(2) No individual sign is permitted to be larger than 40 square feet in area.</p> <p>(b) Number of Signs.</p> <p>(1) Each individual business located on the ground floor is allowed a maximum of 2 signs.</p> <p>SEC. 14.4.10. WALL SIGNS.</p> <p>B. Height. A wall sign shall not extend above the top of the wall of the building.</p> <p>E. High Rise Signs. Any wall signs located over 100 feet above grade shall be used as identification signs only. Identification signs shall comprise no more than 80 percent of the width of that portion of the building where the signs are attached. Notwithstanding the provisions of Subsection A. above, the area of these signs may constitute up to five percent of the area of the wall where the signs are attached and may be in addition to the area permitted in Subsection A. above.</p>

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	<p>two or more street frontages, a sign may be located on that street frontage, which is not on the same street as the residentially zoned lot; provided the sign and sign support structure are placed in that half of the lot that is the farthest from the street frontage on which the residentially zoned lot is located.</p> <p>2. No portion of an off-site sign or sign support structure shall be located in that half of a lot located farthest from the street frontage when residentially zoned property is located to the rear of that street frontage.</p> <p>3. Off-site signs are not permitted along that portion of a lot having a street frontage of less than 50 feet.</p> <p>4. No more than four off-site signs shall be located at the intersection of two or more streets when the off-site signs are located within 150 feet of the intersection of two street frontages.</p> <p>5. An off-site sign face shall not be located within one foot of an interior lot line.</p>		
<p>Advertising in Coastal Zone Only</p>	<p>Sec. 22.119. Original Art Murals on Private Property.</p> <p>(a) Purposes.</p> <p>(2) The City wishes to encourage the installation of murals and, at the same time, prevent the proliferation of off-site commercial signs. Therefore, the City's mural regulations exclude commercial advertising on murals to prevent the installation of the equivalent of an off-site commercial sign on a mural. This restriction on commercial advertising is intended to work in tandem with and help preserve the citywide ban on off-site commercial signs set forth in Section 14.4.4 of the Los</p>	<p>Advertising in All Areas</p>	<p>9. Signs.</p> <p>(a) Notwithstanding any provision of the Los Angeles Municipal Code to the contrary, no person shall erect the following signs as defined in Section 91.6203 of the Los Angeles municipal Code:</p> <p>(i) off-site commercial signs, except that existing legally erected off-site commercial signs may be replaced on the same or a new site provided that the location and sign otherwise meet all current ordinance requirements of Division 62 (Signs), Section 91.6220 (Off-site signs);</p> <p>(iv) roof signs advertising individual businesses.</p>

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	<p>Angeles Municipal Code.</p> <p>Both the ban and the exclusion of commercial advertising on murals are supported by the United States Supreme Court's ruling in <i>Metromedia, Inc. v. City of San Diego</i>, 453 U.S. 490 (1981). In <i>Metromedia</i>, the Supreme Court ruled that the only reasonable way that cities can stop the proliferation of off-site commercial signs is to ban them. The Supreme Court also ruled that cities can carve out exemptions to such a ban for noncommercial signs and on-site commercial signs.</p>		<p>Signs advertising the entire POD are permitted if approved by the Director of Planning.</p> <p>SEC. 45.22. PROHIBITIONS.</p> <p>(Added by Ord. No. 172,212, Eff. 10/23/98, Oper. 10/23/99.)</p> <p>A. No person shall place, permit, or maintain on any on-site or off-site sign, a poster, placard, device, graphic display, or any other form of advertising that advertises tobacco products in publicly visible locations within 1,000 feet of any residential zone, residential use, school, religious institution, entertainment park, youth center, or public park or playground except as permitted under Section 45.23.</p> <p>SEC. 67.02. CONSTRUCTION OF SIGNS ON STREETS OR OTHER PUBLIC PROPERTY.</p> <p>(Added by Ord. No. 78,537, Eff. 11/8/37.)</p> <p>(a) No person shall erect, construct, or maintain or cause or permit to be erected or constructed or maintained any outdoor advertising structure, accessory sign, post sign or advertising statuary or any other sign or sign device upon any sidewalk, street, alley or other public place or to paint, paste, print, nail, tack or otherwise fasten any card, banner, handbill, sign, poster or advertisement or notice of any kind, or cause the same to be done on any curbstone, lamppost, pole, hydrant, bridge wall or tree upon any public sidewalk, street, alley or other public place, or upon any private property without the lawful permission of the property owner or authorized agent, except as may be permitted or required by ordinance or law. (Par. designated (a) by Ord. No. 152,930, Eff. 10/19/79.)</p>
		<p>Digital and Electronic</p>	<p>(c) Prohibited Sign Types.</p> <p>(1) In addition to the signs that are prohibited in Section 14.4 of</p>

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			<p>the LAMC, the following signs are prohibited:</p> <p>(ii) Digital sign/digital displays/ animated/flashing/appear to have movement;</p>
		<p>Sign District</p>	<p>SEC. 13.11. "SN" SIGN DISTRICT. (Added by Ord. No. 174,552, Eff. 6/16/02.)</p> <p>A. Purpose. This section sets forth procedures, guidelines and standards for the establishment of "SN" Sign Districts in areas of the City, the unique characteristics of which can be enhanced by the imposition of special sign regulations designed to enhance the theme or unique qualities of that district, or which eliminate blight through a sign reduction program.</p> <p>B. Establishment of Districts. The procedures set forth in Section 12.32S shall be followed, however:</p> <ul style="list-style-type: none"> • Each "SN" Sign District shall include only properties in the C or M Zones. • No "SN" Sign District shall contain less than one block or three acres in area, whichever is the smaller. • The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning. <p>C. Development Regulations. The sign regulations shall enhance the character of the district by addressing the location, number, square footage, height, light illumination, hours of illumination, sign reduction program, duration of signs, design and types of signs</p>

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			<p>permitted, as well as other characteristics, and can include murals, supergraphics, and other on-site and off-site signs. However, the regulations for a “SN” Sign District cannot supersede the regulations of an Historic Preservation Overlay District, a legally-adopted specific plan, supplemental use district or zoning regulation needed to implement the provisions of an approved development agreement.</p>
<p>Miscellaneous:</p> <ul style="list-style-type: none"> • Wall Sign. Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall. (Chapter 1, Article 4.4, Section 14.4.2 Definitions) • Supergraphic Sign. A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of this Code: Sections 14.4.10; 14.4.16, 14.4.17; 14.4.18; and/or 14.4.20. (Chapter 1, Article 4.4, Section 14.4.2 Definitions) • Digital Display. A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means. (Added by Ord. No. 180,841, Eff. 8/14/09.) (Chapter 1, Article 4.4, Section 14.4.2 Definitions) • Off-Site Sign. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located. (Chapter 1, Article 4.4, Section 14.4.2 Definitions) 			

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Surveyed Jurisdictions with Signage Districts

The following examples of signage district regulations have been circulated in an Agenda-Related Materials (ARMS) memo to the Board of Port Commissioners.

Historic Broadway Sign Supplemental Use District (Los Angeles, 2016)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-site commercial signs/Off-premise signage/off-site sign	<p>Utilize off-site advertising rights to incentivize investment in the rehabilitation and reactivation of existing buildings and construction of new buildings on vacant and underutilized sites. (Section 2.E)</p> <p>Any existing billboard(s) or solid-panel roof sign(s) shall be removed before placement of any new sign structure containing off-site commercial content is permitted. (Section 2.H(3))</p>	Sign Content	<p>Notwithstanding any contrary regulation or statement of intent set forth below, to the extent any onsite commercial message is permitted on a sign, all onsite commercial messages are permitted on that sign. Furthermore, no provision of this ordinance shall prohibit an ideological, political or other noncommercial message on a sign otherwise permitted by this ordinance. (Section 4.J)</p> <p>All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.(Section 4.B)</p>
Off-site Advertising	Off-site advertising is permitted on Marquee Digital Signs, Open Panel Roof Signs or Painted Secondary Façade Signs, but only if the building is a Historic Building, or if the building exceeds 50 feet in height. Off-site advertising is prohibited on all other signs. (Section 7.2.C)	Wall Signs	New building identification signs shall be considered wall signs, and shall be included in the calculation of the maximum permitted combined sign area as indicated under the Wall Signs section of these standards. (Section 9.5.C) Off-site Messaging is not allowed.
		Digital Display Signs	<p>Electronic/Digital Displays are prohibited unless they qualify as a Marquee Sign.</p> <p>The illumination and intensity levels of all Digital Displays and Integral Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance. (Section 5.H(2))</p>

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<p>Miscellaneous:</p> <p>Definitions</p> <ul style="list-style-type: none"> • Billboard – Any sign on one or more poles that is: structurally separate from an existing building; supported by independent footing inside an existing building or other improvements; and /or support a solid sign panel that is attached to pole(s), or column(s) that may be cantilevered over a building. • Off-Site Messaging. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution, or any other commercial message, which is generally conducted, sold, manufactured, offered, or occurs elsewhere than on the premises where the sign is located. • Wall Sign - Any sign attached to, projected upon, painted on or suspended / erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

Hollywood Signage Supplemental Use District (Los Angeles, 2016)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-site Advertising	Notwithstanding the provisions of Section 91.6201.3 of the Code to the contrary, off-site advertising is permitted within the Supplemental Use District on any type of permitted sign except that no off-site advertising is permitted on Architectural Ledge Signs, Awning Signs, monument signs, Pedestrian Signs, Skyline Logos/Icons, and wall signs.	Supergraphics/Building Wraps	<p>A Supergraphic Sign shall not be allowed on any lot where a Billboard or Solid Panel Roof Sign is located. (Section M.1(a))</p> <p>A maximum of two Supergraphic Signs may be located on a building provided the images are located on opposite walls of the building and cannot be viewed at the same time from any location. (Section M.2(d))</p> <p>A Supergraphic Sign shall be at least 1200 square feet in size. (Section M.4(a))</p> <p>The written message, including logos, shall not exceed 15 percent of the total area of the sign. Depiction of any logo or text shall be counted as text. (Section M.4(b))</p>
		Wall Signs	Notwithstanding the provisions of Section 91.6210.2 of the Code to the contrary, no portion of any wall sign shall be located above the

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			<p>second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower, except as a high rise sign or an Electronic Message Display. (Section P.1(a))</p> <p>A single wall sign shall not exceed 300 square feet in area. (Section P.2)</p>
		Digital Display Signs	<p>Notwithstanding the provisions of Section 91.6205.11 of the Code, an Electronic Message Display shall be permitted on a wall sign or a marquee sign if it complies with specific size restrictions.</p>

Definitions

- **Billboard** – Any sign on one or more poles or columns that:
 1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign, and
 2. is structurally separate from an existing building or other improvement on a lot, and/or
 3. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of a building or structure, and
 4. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.
- **Electronic Message Display:** A wall sign or theater marquee sign, that displays still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology.
- **Supergraphic Sign:** A sign, consisting of an image which is applied to and made integral with a wall, or projected onto a wall or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 91.6201 et seq. of the Code, relating to wall signs, mural signs, off-site signs and/or temporary signs.

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Los Angeles Sports and Entertainment District Specific Plan (2010)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-site Advertising	Prohibited	Supergraphics/Building Wraps	In no event shall a Supergraphic Sign be permitted above 150 feet in height, with the exception of Sign District A-1, where sign heights of up to 225 feet shall be permitted. (Section A
		Wall Signs	Sign area shall be calculated in accordance with LAMC Section 91.6203, (Section C.14)
		Digital Display Signs	Notwithstanding the provisions of Section 91.6205.11 of the Code, an Electronic Message Display shall be permitted on a wall sign or a marquee sign if it complies with specific size restrictions.

Definitions

- **Animated Sign:** A sign that contains images, parts or illumination which flash, change, move, stream, scroll, blink or otherwise incorporate motion.
- **Electronic Message Display:** A wall sign or theater marquee sign, that displays still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology.
- **On-site Sign:** A sign which identifies or promotes a facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person, institution, or sponsor of any of the foregoing, which is conducted, sold, manufactured, produced, exhibited, displayed, promoted, presented, broadcast, televised, offered or occurring within this Specific Plan area, Staples Arena, or the Convention Center,
- **Supergraphic Sign:** A sign which consists of an image, with or without written text, which is applied to and made integral with a wall, projected onto a wall, illuminated by LED or other pixilated lighting where permitted, or printed on vinyl, mesh, window film, or other material supported and attached to a wall or window by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.
- **Wall Sign:** A sign attached to, painted on or erected against the wall and/or parapet of a building or structure, with the exposed face of the sign on a plane approximately parallel to the plane of the wall.

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Los Angeles International Airport Sign District (2012)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Supergraphics/Building Wraps	Allowed Off-site. (Section 6.D.2(a)) May be illuminated by either internal or external means. Supergraphic Signs over 20-feet tall at parking structure locations shall be illuminated with LED or metal halide floodlights. Supergraphic Signs over 20-feet tall on terminal facades above canopy locations shall be illuminated with LED or metal halide floodlights mounted to the adjacent canopy. (Section 6.F.2, 6.F.3, 6.F.4) Supergraphic Signs are allowed only at specific, identified locations. A Supergraphic Sign shall not cover the facade of a Historic Building. (Section 7.A.1)	Supergraphics/Building Wraps	Allowed on-site. (Section 6.D.2(a)) May be illuminated by either internal or external means. Supergraphic Signs over 20-feet tall at parking structure locations shall be illuminated with LED or metal halide floodlights. Supergraphic Signs over 20-feet tall on terminal facades above canopy locations shall be illuminated with LED or metal halide floodlights mounted to the adjacent canopy. (Section 6.F.2, 6.F.3, 6.F.4) Supergraphic Signs are allowed only at specific, identified locations. A Supergraphic Sign shall not cover the facade of a Historic Building. (Section 7.A.1)
Wall Signs	Allowed Off-site. (Section 6.D.2(b)) May be illuminated by either internal or external means. (Section 6.F.4, 6.F.5) Wall Signs are allowed only at specific, identified locations. A Wall Signs shall not cover the facade of a Historic Building. (Section 7.A.1)	Wall Signs	Allowed on-site. (Section 6.D.2(b)) May be illuminated by either internal or external means. (Section 6.F.4, 6.F.5) Wall Signs are allowed only at specific, identified locations. A Wall Signs shall not cover the facade of a Historic Building. (Section 7.A.1)
Digital Display Signs	Allowed Off-site. (Section 6.D.2(f)) May be illuminated by either internal or external means. Digital Display Signs shall have the LEDs aimed horizontally towards the street view and oriented downwards toward the street. (Section 6.F.6, 6.F.7, 6.F.8, 6.F.9)	Digital Display Signs	Allowed On-site. (Section D.2(f)) May be illuminated by either internal or external means. Digital Display Signs shall have the LEDs aimed horizontally towards the street view and oriented downwards toward the street. (Section 6.F.6, 6.F.7, 6.F.8, 6.F.9)
Miscellaneous: Definitions <ul style="list-style-type: none"> • Digital Display Sign – A sign face, building face and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that 			

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is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

- Off-site Sign: As defined in Section 14.4.2 of the LAMC, a sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located.
- On-site Sign: A sign that is other than an Off-Site Sign.
- Supergraphic Sign: A sign consisting of an image projected onto a wall or printed or printed on vinyl, which is applied to and made integral with a wall, projected onto a wall, illuminated by LED or other pixilated lighting where permitted, or printed on vinyl, mesh, window film, or other material supported and attached to a wall or window by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.
- Wall Sign: A sign attached to, painted on or erected against the wall and/or parapet of a building or structure, with the exposed face of the sign on a plane approximately parallel to the plane of the wall.

San Jose Sign Regulations (2010)			
Off-Site/Off-Premise Signage (Paid Advertising)		On-Site/On-Premise Signage	
Off-site Advertising	Signs displaying off-site commercial speech are prohibited. (Section 23.02.1010.A.12)	Supergraphics/Building Wraps	<p>One supergraphic sign may be allowed on a building that has no residential use and a building height, as defined in Section 17.82.210 of this Code, of at least one hundred feet or on a parking garage with three or more parking levels above grade, subject to the following:</p> <p>Any supergraphic sign shall be displayed for no more than one hundred twenty consecutive days and no more than one hundred twenty days in a calendar year. (Section 23.04.038.A(2))</p> <p>One supergraphic sign may be allowed on a building with no residential use and a building height of at least one hundred twenty-five feet in connection with no more than forty large events per calendar year, subject to all of the following:</p> <p>A supergraphic sign shall be displayed only during a large event and for a period of fourteen additional days before and/or after the large event but no more than a total of fourteen days plus the period of the</p>

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			large event, shall be promptly removed at the end of the large event plus fourteen-day period, and no building shall be allowed to display a supergraphic sign under this Subsection B. for more than thirty days total in a calendar year. (Section 23.04.038.B(1))
		Wall Signs	Not specifically referenced.
		Digital Display Signs	Not allowed unless specifically provided in an area. Large number of limitations for digital displays (also called programmable electronic signs) including: No animated messages, no noise, limits to amount of animation. Programmable electronic signs may display only on-site commercial or non-commercial messages. (Section 23.02.905.I)

<p>Miscellaneous:</p> <ul style="list-style-type: none"> • Definitions • "Off-site commercial speech" means commercial speech that identifies or promotes any commercial activity, product, good or service that is conducted, manufactured or offered on a site that is not the site on which the commercial speech is displayed and that is not conducted, manufactured or offered on the same parcel of land on which the commercial speech is displayed. (Ord. 28754.) (Section 23.02.104) • "On-site commercial speech" means commercial speech to identify and promote the presence of the commercial activities, products, goods or services conducted, manufactured or offered on the same parcel of land on which the commercial speech is displayed. (Section 23.02.106) • Programmable electronic sign - A type of animated sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means. The elements may be internally illuminated or may be illuminated by reflected light. The sign may be part of a permanent sign that is not a programmable electronic sign. "Programmable electronic sign" includes sign display screens commonly known as liquid crystal display (LCD), plasma and digital displays, and their functional equivalents. This definition applies whether the display is used to produce a series of still images, or images that appear to move on the display screen. (Section 23.02.410) 			
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- Miscellaneous Signage Regulation Information from New York, Washington DC, Boston, West Hollywood, Denver, and Columbus, Ohio, compiled for District Advertising staff by Orange Barrel Media.

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