

Summary of Staff Research of Signage Regulations*

In effect as of June 5, 2018

District Member Cities

City of Chula Vista – Informational and Wayfinding (Sign Regulations, Chula Vista Municipal Code (2015))	
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; Appendix B - Bayfront Sign Program)</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>

City of Coronado – Informational and Wayfinding (Local Coastal Program Land Use Plan (2013))	
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.

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City of Imperial Beach – Informational and Wayfinding (Imperial Beach General Plan and Local Coastal Plan (2015), Municipal Code (2012))	
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, identify 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) • Animated signs are prohibited, except for special events. Changeable copy signs are prohibited, except for time and temperature signs. (Section 19.52.050)
City of National City – Informational and Wayfinding (Local Coastal Program (1997), Harbor District Specific Area Plan (1998), Municipal Code (2012 and 2016))	
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> <p>Free-standing on- or off-premise commercial signs are prohibited.</p> <p>New City-wide signage ordinance in 2016; has not been submitted to Coastal Commission for incorporation into LCP.</p>
City-wide, outside of the Coastal Zone	<p>Directional signs are 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; 2016)</p> <p>Signs using digital display are limited to non-commercial messages and onsite commercial messages; such signs may not be used as billboards or for purposes of general advertising for hire. (Section 18.47.080; 2016)</p>

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City-owned property	Regulatory Sign Ordinance (Section 18.47) only applies to signs on private property not owned by the City of National City or its affiliated agencies. For City-owned property, digital and off-site commercial messages (advertising) allowed on City-owned property. (Chapter 13.28, Proprietary Use of City Property; 2012)
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City of San Diego – Informational and Wayfinding (General Plan (2008); San Diego Downtown Community Plan (2006))	
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	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. 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)

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

County of San Diego – Informational and Wayfinding (Zoning Ordinance (2014))	
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) 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) Off-premise signs are prohibited in the California Coastal Zone. (Section 6205) Signs shall not include changeable copy or lights used to convey messages or convey the effect of movement, or flashing, intermittent or variable intensity lighting. Signs shall not contain a scrolling or variable message, moving parts of be illuminates. (Section 6207)

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City of Carlsbad – Informational and Wayfinding (Sign Ordinance (2014), General Plan (2015), Local Coastal Program (2017))	
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.
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>Digital displays signs are prohibited.</p>
“Directional sign” means an on-site sign designed to guide or direct pedestrian or vehicular traffic to uses on the same site.	

City of Encinitas – Informational and Wayfinding (Sign Ordinance (2015), Encinitas, California Parks, Beaches, Trails, And Open Space Master Plan (2016), Local Coastal Program (2009))	
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)

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City of Oceanside – Informational and Wayfinding (Sign Ordinance (2016))	
City Kiosk Program (outside of Coastal Zone)	Only for directional, event and community signage within the public right-of-way. Off-site directional signage (where a business is located is allowed) Must have “Oceanside” logo. An applicant may apply for signage to be placed within one or more kiosk displays. 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.
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.)

City of Solana Beach – Informational and Wayfinding (Local Coastal Program Land Use Plan, Chapter 6, Section 5 (2014) – Implementation Plan has not been certified; Signage Ordinance (SO) (1991))	
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.

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Other Southern California Cities

City of Long Beach – Informational and Wayfinding (Local Coastal Program (1980), Municipal Code (2013), Port Master Plan (1990))	
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))
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.

City of Los Angeles (Municipal Code (2009))
Miscellaneous Definitions: <ul style="list-style-type: none">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)

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