



DIVISION 1. GENERAL PROVISIONS

Sec. 41-850. Purpose. The purpose of this article is to establish a system for the control of the size, location, type and number of signs located on private property in the City of Santa Ana according to reasonable and nondiscriminatory standards. Such regulation is deemed necessary to enhance the quality of the visual environment, thereby promoting commerce, improving community identity, conserving property values, improving traffic safety, and promoting the health, safety and general welfare of the people.

Sec. 41-851. Scope.

- (a) This article applies to all signs and advertising displays in all zoning districts except as otherwise provided in this section.
- (b) This article does not apply to signs and advertising displays of the following types and descriptions:
 - (1) Any billboard or other off-premise commercial advertising sign regulated by Article XII of this chapter.
 - (2) Any sign located in the public right-of-way and installed or maintained by the public works agency of the city or by any other public entity having the legal authority to maintain the sign.
 - (3) Any sign located within a building or enclosed area and designed to be viewed primarily by persons inside of such building or enclosed area.
 - (4) Any sign on a vehicle or other mobile unit, unless such vehicle or mobile unit is parked or stationed near a business activity advertised or identified by the sign and for the primary purpose of attracting public attention to such business activity.
 - (5) Any temporary sign taped or otherwise affixed to a window in such a manner as to be easily removed, provided that the total area of such sign in any one (1) window does not exceed twenty-five (25) per cent of the area of each window.
 - (6) In commercial or manufacturing zones, nonfreestanding incidental sign area not exceeding two (2) square feet in size per elevation and attached flush to a door, wall or window containing information on hours of operation, deliveries, credit cards accepted, or similar information.
 - (7) The changing of copy on an approved changeable copy sign, provided the copy identifies the business or service provided.
- (c) Noncommercial signs are exempted from compliance with all sections of this article except section 41-860.

- (d) Signs in the downtown district are exempted from compliance with sections 41-861 through 41-872 of this article.
- (e) Signs in the Commercial South Main district shall comply with the provisions of article III, division 21 of this chapter.

DIVISION 2. SIGN STANDARDS AND REGULATIONS

Sec. 41-860. General regulations.

- (a) No sign is permitted that:
 - (1) Is dangerous or confusing to motorists on the public right-of-way, including any sign which by its color, wording, design, location or illumination resembles or conflicts with any official traffic-control device or which impedes the safe and efficient flow of traffic.
 - (2) Is in a condition which presents a danger of injury to the public.
 - (3) Incorporates mechanical movement or in any way gives the illusion of motion, moving parts, rotation or any flashing, moving or intermittent lighting, other than a sign providing a time-and-temperature or similar public service display.
 - (4) Is on a vehicle, except as excluded from the scope of this article by section 41-851.
 - (5) Impedes free ingress and egress from any door, window or exitway required by building or fire regulations.
 - (6) Emits sound, smoke, visible particles or odors, except that speakers on drive-through facilities shall be permitted.
 - (7) Is attached to or maintained upon any public utility pole or structure, or tree.
- (b) No person, except a public officer or employee in the performance of a public duty or a private person in giving a legal notice, shall paste, post, paint, nail or tack or otherwise fasten any card, banner, handbill, sign, poster, advertisement or notice of any kind upon any property without the written consent of the owner, holder, lessee, agent or trustee thereof.
- (c) All signs, other than temporary signs, and their supporting structures shall:
 - (1) Be constructed of metal, wood, plastic, foam, paint and/or comparable weather-resistant material.
 - (2) Be kept in good repair and maintained in safe, neat, clean and attractive condition.
 - (3) Be so enclosed as to provide against their infestation by birds and vermin, and shall be structurally safe.
- (d) Logos or identification symbols shall be considered signs and shall conform to all provisions of this article.

Sec. 41-861. Additional regulations. No sign is permitted that:

- (1) Is an A-frame, sandwich board or other portable, temporary advertising display.
- (2) Is temporary or special event flags, banners, festoons, flag canopies or other displays, except as permitted by a special event sign permit.
- (3) Is a sculptured, molded or otherwise fabricated representational object used for the purpose of visually conveying business identification or product advertising, except as approved by a planned sign program.
- (4) Is an aerial or balloon type of sign.
- (5) Conflicts with standards established by resolution of the city council pertaining to the colors and materials of signs adopted for the purpose of promoting signage which is visually attractive and harmonious with its surroundings.
- (6) Duplicates or repeats copy on the same sign.
- (7) Is a graphic of paint or other material on a building for the purpose of amplifying or directing attention to a sign, unless approved by the planning director.

Sec. 41-862. Freestanding signs. No permit shall be issued for a freestanding sign which does not comply with the following standards:

- (a) *Number.*
 - (1) The number of freestanding signs permissible on an integrated development site shall be as follows:

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

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

(b) *Location.*

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

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

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

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

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

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

(c) *Height and area.*

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

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

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

- (3) Developments over fifteen (15) acres and with at least seven hundred fifty (750) feet of street frontage shall have no more than one (1) freestanding sign not to exceed fifteen (15) feet in overall height and ten (10) feet in overall width; the sign face area shall not exceed sixty (60) square feet. Such sign shall not be located on any secondary frontage.
- (4) A sign may be permitted to a height not exceeding thirty-five (35) feet and an area not exceeding one hundred (100) square feet, provided all of the following conditions are satisfied:
 - a. The sign is located on a site which is located within three hundred (300) feet of the point where a freeway exit centerline intersects with a city street;
 - b. The sign is oriented toward viewing by freeway traffic;
 - c. The sign is limited in content to the identification of the business name of a restaurant, a service station or a lodging establishment.
- (d) *Design.*
 - (1) All signs shall be architecturally compatible with the development on which they are located.
 - (2) The copy area of a freestanding sign shall not exceed forty (40) per cent of the sign face.
 - (3) Freestanding signs shall be for the shopping center or development name and/or the major tenants thereon, not to exceed a total of eight (8) items of information.
 - (4) No sign shall use mirrors reflecting a direct light source or utilize flashing, blinking or sequenced lights. No sign shall utilize unshielded incandescent, fluorescent or other lighting, except neon.
 - (5) The project address shall be located on the monument sign base.

Sec. 41-863.

Wall signs and canopy signs. No permit shall be issued for a wall sign or canopy sign which does not comply with the following standards:

- (a) *Number.* No more than one (1) wall or canopy sign shall be permitted for each primary elevation of a leasable tenant space. In addition, no more than one (1) sign shall be permitted on more than two (2) secondary elevations which face a public street or on-site parking area. (As used herein, street shall include freeways, but exclude alleys and service ways.)
- (b) *Area.*
 - (1) Sign area on the primary elevation shall not exceed:
 - a. Ten (10) per cent of the business elevation; or
 - b. Forty (40) per cent of the signable area; or

- c. Two hundred (200) square feet; whichever is smaller.
 - (2) Sign area on permitted secondary elevations, as permitted above in subsection (b)(1) shall not exceed:
 - a. Five (5) per cent of the business elevation area; or
 - b. Twenty (20) per cent of the signable area or
 - c. Fifty (50) square feet, whichever is smaller.
 - (3) Sign copy area shall not exceed forty (40) per cent of the sign area for existing cabinet signs.
- (c) *Length.* The horizontal dimension of any wall or canopy sign shall not exceed seventy-five per cent of the horizontal dimension of the building elevation of the activity identified by the sign, measured on the side of the building on which the sign is located.
- (d) *Location.*
 - (1) No wall or canopy sign shall be placed higher than the ground floor of the building or twenty (20) feet, whichever is less, except that second floor retail or office spaces with access separate from the use(s) on the ground floor are permitted a sign no higher than the second floor. Buildings over two (2) stories in height are subject to the requirements of major building identification signs.
 - (2) No sign shall be placed on a building elevation which is within fifty (50) feet of and faces a residential zone or use.
 - (3) No sign shall project above the parapet, canopy fascia, or wall to which it is attached, nor above the roofline if attached to the roof.
 - (4) All wall or canopy signs shall be consistently centered above the business entrance or an architecturally consistent area of the elevation.
- (e) *Design.*
 - (1) All signs on an individual business or within an integrated development site shall be consistent in sign shape, type and materials.
 - (2) All individual letter signs shall be installed to appear flush-mounted with no exposed raceways containing electrical transformers or components.
 - (3) All signs shall be for business identification only containing the recognized trade name of the business and no more than five (5) words describing products, services or brands, and shall not include slogans, phrases, promotions or duplication of copy.
 - (4) No sign shall use mirrors reflecting a direct light source or utilize flashing, blinking or sequenced lights.

- (5) Where more than one (1) sign is permitted to a business, all signs shall be consistent in design, style, shape, color, illumination, and text.
- (6) Individual channel letters made of foam core with a density of fourteen (14) pounds or greater shall be permitted.
- (7) Internally illuminated cabinet wall signs are prohibited.

Sec. 41-864.

Projecting signs. No permit shall be issued for any projecting sign which does not comply with the following standards:

- (a) *Number.* A projecting sign shall only be permitted for a business activity having more than fifty (50) feet of street frontage, and only which such business activity would otherwise be entitled under this division. No more than one (1) projecting sign shall be allowed for any leasable tenant space.
- (b) *Location.*
 - (1) No part of any projecting sign shall be located lower than eight (8) feet above ground level.
 - (2) No projecting sign shall be located within fifty (50) feet of another projecting sign on the same site.
 - (3) No projecting sign shall be located higher than the ground level of occupancy of the building.
- (c) *Structure.*
 - (1) A projecting sign shall be perpendicular to the building wall to which it is affixed.
 - (2) No face of any projecting sign shall exceed twenty-five (25) square feet in area.
 - (3) A projecting sign shall not exceed twelve (12) inches in thickness.
 - (4) No face shall project more than four (4) feet from the wall to which it is attached.
 - (5) No face shall exceed seven (7) feet in vertical dimension.
- (d) *Design.*
 - (1) Sign copy area shall not exceed fifty (50) per cent of the sign face.
 - (2) The design of any projecting sign shall be architecturally compatible within the building on which it is located.
 - (3) No projecting sign shall be wholly or partially illuminated by unshielded lighting of any type, including exposed fluorescent or incandescent bulbs, except exposed neon. No sign shall use mirrors reflecting a direct light source or utilize flashing, blinking or sequenced lights.

- (4) Projecting signs shall be for identification of the business(es) or use(s) located on the site subject to the following:
 - a. The sign shall have no more than five (5) words describing products, services or brands available on the premises where the sign is located in addition to the business identification.
 - b. The sign shall not advertise or display the name, brand name or manufacturer's name of any product, article or service, unless these names are included in the name identifying the business.

Sec. 41-865.

Marquee signs. No permit shall be issued for a marquee sign which does not comply with the following standards:

- (a) *Location.* No more than one (1) sign shall be permitted on each side of a marquee, and any such sign shall be in lieu of wall, canopy or projecting signs to which such business would otherwise be entitled under this division.
- (b) *Area.*
 - (1) The area of all signs located on a marquee shall not exceed two (2) square feet of total area per lineal foot of business frontage or two hundred (200) square feet, whichever is smaller.
 - (2) Sign copy area shall not exceed forty (40) per cent of the sign face or, where there is no sign face, forty (40) per cent of the signable area up to the allowable sign area.
- (c) *Dimensions.*
 - (1) The horizontal dimension shall not exceed seventy-five (75) per cent of the side of the marquee where such sign is located.
 - (2) The vertical dimension shall not exceed six (6) feet in height.
- (d) *Design.* Design of marquee signs shall be for identification of the business or use located on the site and may include a changeable copy sign.

Sec. 41-866.

Signs located under canopies or marquees. No permit shall be issued for any sign to be located under a canopy or marquee which does not comply with the following standards:

- (a) The sign shall contain only identification of the business name of the activity occupying the portion of the building to which it is affixed.
- (b) No more than one (1) sign shall be located at each entrance into the business activity identified by the sign.
- (c) A minimum clearance above grade of eight (8) feet over walkways and twelve (12) feet over driveways shall be maintained.
- (d) The area of the sign shall not exceed four (4) square feet.
- (e) The letters on the sign shall not exceed eight (8) inches in height.

Sec. 41-867.

Major building identification signs. Notwithstanding any other provision of this article, a permit may be issued for a wall sign for buildings over two (2) stories per this section which provides long-distance identification, or signage for the primary tenant in such a building, provided that the following standards are met:

- (a) *Number.* No more than two (2) such signs shall be installed on the building.
- (b) *Area.* The sign area of such a sign shall not exceed forty (40) per cent of the signable area to which it is attached, nor shall it exceed an area equal to two (2) square feet multiplied by the number of lineal feet in the horizontal dimension of the building face to which it is attached, measured at the height of the proposed sign location.
- (c) *Length.* The horizontal dimension of such sign shall not exceed forty (40) per cent of the horizontal dimension of the building elevation to which it is attached, measured at the height of the proposed sign location.
- (d) *Location.* Such sign be located at the top story of the building or between the top story and the top of the building parapet or eaveline. Only one (1) sign shall be permitted per building elevation.
- (e) *Design.*
 - (1) *Letter height.* The height of the letters used in such sign shall not exceed the following maximums, depending on the number of stories in the building:

Number of Stories	Height (inches)
2	24
3	30
4	36
5	42
6	48
7	54
8—10	60
11—14	72
15 or more	84

A logo may be used on such sign if the logo height does not exceed the maximum permitted letter height for the sign and if its horizontal dimension is not more than twice its maximum vertical dimension.

- (2) *Structure.* Such sign shall be composed solely of individual channel letters or logo.

Sec. 41-867.5. Major building tenant signage. Notwithstanding any other provision of this article, permits may be is used for tenant identification wall signs on the ground floor of any building over two (2) stories in height, provided that the total sign area for all such tenant signs located on any one side of the building shall not exceed the lesser of the following: (a) one (1) square foot of total sign area per linear foot of the width of that side of the building at the level of the signage, or (b) one hundred (100) square feet of total sign area. Such signs may identify any tenants in the building and shall be in addition to any signs permitted on the building pursuant to section 41-867. Except as otherwise provided in this section, such signs shall comply with the requirements of section 41-863 for wall signs.

Sec. 41-868. Residential development identification signs.

- (a) No permit shall be issued for any sign providing identification of a residential development having five (5) or more dwelling units, unless the following standards are met:
 - (1) No more than one (1) such sign may be installed for each street frontage of the development.
 - (2) The sign shall not contain exposed unshielded illumination.
 - (3) The sign face area shall not exceed twenty (20) square feet.
 - (4) The height of the sign shall not exceed six (6) feet.
 - (5) The width of the sign shall not exceed eight (8) feet.
- (b) In addition, directory type signs for multiple-unit developments of five (5) units or more, not exceeding six (6) square feet in area or four (4) feet in any dimension and six (6) feet in height, shall be permitted provided such sign is located within an interior court and adjacent to an internal walkway.

Sec. 41-870. Real estate signs.

- (a) *Residential units.* Notwithstanding any other provision of this article, signs advertising the sale, lease or rental of one (1) or more dwellings units are prohibited, except that no more than one (1) sign may be permitted on the site of such unit(s) without the necessity of obtaining a permit, provided the following standards are met:
 - (1) The sign shall not be illuminated.
 - (2) The sign area shall not exceed four (4) square feet.
 - (3) The sign shall not exceed six (6) feet in height.
 - (4) No other sign advertising the sale or lease of one (1) or more dwelling units shall be installed on the same site.

- (5) A sign for the rental or lease of a unit shall correspond to an actual vacancy and shall not be permitted on fully occupied sites. The sign shall be removed within fourteen (14) days after the sale or lease of the property.

- (b) *Nonresidential units.* Notwithstanding any other provision of this article, signs advertising the sale or lease of one (1) or more nonresidential units are prohibited, except that no more than one (1) sign may be installed per street frontage of such property without the necessity of obtaining a permit, provided the following standards are met:
 - (1) The sign shall not be illuminated.
 - (2) The sign area shall not exceed thirty-two (32) square feet.
 - (3) The sign shall not exceed twelve (12) feet in height.
 - (4) No more than one (1) sign advertising the sale or lease of units of real property shall be installed on the same street frontage of the same site.
 - (5) A sign for the rental or lease of a unit shall correspond to an actual vacancy and shall not be permitted on fully occupied sites. The sign shall be removed with fourteen (14) days of the rental or lease of the unit(s).
 - (6) Placement of such sign shall correspond directly with the space available and shall not be located at unrelated businesses.

- (c) *New developments.* Notwithstanding any other provision of this article, a sign advertising the first-time sale or lease of units of real estate within a site which is being or has been newly developed or redeveloped may be installed on such site pursuant to a permit issued pursuant to this article for a one-year period, provided the following standards are met:
 - (1) The sign shall not be illuminated.
 - (2) The sign area shall not exceed eighty (80) square feet.
 - (3) The sign shall not exceed sixteen (16) feet in height.
 - (4) No other sign advertising the sale or lease of units of real estate shall be installed on the same site.
 - (5) Notwithstanding the above, the sign shall be removed within fifteen (15) days of full occupancy of the site.

Sec. 41-871.

Special event signs or displays. No person shall install or maintain or allow to be installed or maintained on property occupied by such person any special event sign or display, except in accordance with the following requirements.

- (1) The special event sign or display shall be installed and maintained in accordance with a permit issued by the zoning administrator, who may approve, approve with conditions, or deny such permit.

- (2) The special event sign or display shall not be maintained for more than fourteen (14) successive days, except that grand opening signs shall be permitted for a period not to exceed thirty (30) days. Further, sign permits for grand openings shall be permitted for a period not to exceed thirty (30) days from the date the certificate of occupancy of the business is issued.
- (3) No more than four (4) special event sign permits, including grand opening signs, shall be issued for each business with a valid certificate of occupancy during each calendar year.
- (4) Notwithstanding subdivisions (2) and (3), special event sign permits for signs announcing that a retail, office or professional business is "open during construction" (or similar words), which are granted for sites which take vehicular access from a public street on which a street widening or other public works project is underway shall be permitted for the period during which the street widening or other public works project directly impairs vehicular access to the site. The executive director of the public works agency or designee shall notify such permit holders not later than fifteen (15) days prior to the end of the project or phase of project in order to allow permit holders sufficient time to remove the sign or display. One (1) special event banner sign under the terms of this subsection shall be permitted for each affected building. The special event banner sign shall be located facing the street on which the project is underway, where feasible.
- (5) Such special event sign or display shall include no more than banners and parking lot light pole flag displays and shall not include flag canopies, aerial signs or freestanding signs.
- (6) The special event banner sign shall not exceed thirty-six (36) square feet in area and shall not exceed eighteen (18) feet in length.

Sec. 41-872.

Other signs.

- (a) *Directional signs.* Directional signs not exceeding four (4) square feet in area and, if freestanding, a height of four (4) feet shall be allowed. Such directional sign shall contain only that information necessary for on-site circulation, parking and site information without any advertising.
- (b) *Menu boards.* Menu boards on the interior driveways of drive-through facilities shall not exceed seven (7) feet in height and sixty (60) square feet in area. Speakers shall face away from residential property. No more than two (2) menu boards per drive-through shall be permitted.
- (c) *Window signs.* No permanent sign affixed to or incorporated into an exterior window shall exceed twenty-five (25) percent of each window area.
- (d) *Awning signs.* No sign affixed to or incorporated into an awning shall exceed ten (10) percent of the awning elevation.

- (e) *Construction signs.* One (1) unlighted construction sign is permitted per street frontage per job site and shall not exceed six (6) square feet in any residential zone or thirty-two (32) square feet in all other zones, and shall contain no more than the name of the project and the names and addresses of the contractors, architects, engineers, landscape architect, financing company or developer. Such sign shall be removed within thirty (30) days of building permit final approval or issuance of a certificate of occupancy for the project.
- (f) *Service station signs.* Signs for service stations shall comply with the provisions of this article for freestanding and wall signage and shall include signs required by law, but shall not exceed the minimums set by law subject to sign placement requirements and review as set forth in this part. In addition, the following signage is permitted:
 - (1) *Island canopies.* One (1) sign per street frontage shall be permitted. Canopy signage shall not exceed twenty (20) square feet in area. Canopy sign copy shall be limited to business name and logo only. Signage may be internally illuminated.
 - (2) *Spandrel signs or canopy support signs.* The signs shall not exceed twenty (20) percent of the spandrel area. The spandrel sign copy shall be limited to business name and logo only. Spandrel signage may be internally illuminated.
 - (3) *Pump or dispenser signs.* Pump or dispenser signs shall be limited to business or fuel identification, operational instructions, and state required information.
 - (4) *Convenience signs.* Signage designated to assist customers, such as "Please Pull to Forward Pumps" or "Please Pay Cashier Before Pumping Gas" shall be architecturally integrated with the structure to which it is being applied and not exceed four (4) square feet in sign area.
- (g) *Signs over public right-of-way.* No sign shall extend over the public right-of-way, except signs on a marquee, canopy or awning which shall project no closer than two (2) feet from a curb.
- (h) *Exterior telephones.*
 - (1) To maintain an image of professionalism, side panels on pay phones must relate solely to phone identification and/or the business name or logo of the pay phone company provider. No advertising of products, services or special events are allowed. Side panels must be composed of materials which allow for cleaning and removal of graffiti without deterioration of color or surface appearance of the enclosure. Service providers will be responsible for keeping side panels clean and free of graffiti. All enclosures at a location must be of the same type with side panels of the same color. All enclosures must be U.L. listed and all light fixtures operational if units are wired for lighting. Vandalized enclosures/side panels requiring repairs must be replaced within one (1) business day of notification to the service provider.

- (2) Signage indicating the location of a pay phone may not be placed on the site or extend above the phone cabinet unless deemed necessary due to public safety concerns as determined by the chief of police. In such instances, said signage is limited to the international telephone symbol.
- (3) Phone identification attached to a building or structure is not permitted.
- (4) Phones may not be used to advertise on- or off-site business activities.

DIVISION 3. PLANNED SIGN PROGRAMS

Sec. 41-880. General requirements.

- (a) A planned sign program shall be adopted for multitenant development and shall include criteria for freestanding, wall and directional signs, as applicable, for each individual development.
- (b) No permit shall be issued for any sign in or for a multitenant development, except pursuant to an approved planned sign program in accordance with this article.
- (c) A planned sign program for existing multitenant developments that do not have an approved planned sign program shall be adopted prior to the issuance of any additional sign permits in such development. Such planned sign program shall follow the implied sign program or predominant pattern of sign type and configuration in use in the existing development.

Sec. 41-881. Application. Application for a planned sign program shall be filed by, or with written consent of, the property owner. An application shall be filed and reviewed in the same manner as an application for a sign permit pursuant to Division 4.

Sec. 41-882. Standards of approval.

- (a) A planned sign program shall satisfy the following standards:
 - (1) All of the signs are consistent with the purpose, spirit and intent, as well as the specific minimum standards, of this article.
 - (2) All of the signs are harmonious and visually related to each other through the incorporation of common design elements.
 - (3) The signs are architecturally integrated with the buildings to which they are appurtenant.
 - (4) The signs do not adversely affect nearby land uses or obscure the view of other signs which conform to this article.
- (b) A planned sign program as submitted by an applicant may be approved subject to conditions designed to bring it into compliance with the purpose, spirit and intent of this article. No conditions unrelated to signage shall be imposed. However, approval may be more restrictive than Division 2 of this article.

Sec. 41-883. Procedures. Applications for planned sign programs shall be decided in the same manner as sign permits subject to the right of appeal by any aggrieved applicant to the planning commission. No public hearing shall be required, but the zoning administrator or the planning commission may send such notices of the pending action and receive such comment to and by surrounding property owners and occupants or other interested persons as they deem appropriate. The decision of the planning commission shall be final.

Sec. 41-884. Amendments.

- (a) An application for an amendment to an approved planned sign program may be made at any time, subject to the same limitations, requirements and procedures as apply to an original application, except that tenants whose signs are addressed by the amendment application need the property owner's consent to file such application. Sign program amendment review shall consider existing signs prior to approval or denial of program change.
- (b) The change of copy on a sign, or the substitution of one (1) sign for another, shall not require an amendment to a planned sign program if the change or substitution is limited in effect to changing the identification of a business activity only, and the new or altered sign conforms in all other respects to the approved planned sign program.

DIVISION 4. SIGN PERMITS

Sec. 41-890. Applications. Applications for sign permits shall be filed by, or with the written consent of, the property owner on forms required by the zoning administrator and shall be accompanied by the following information:

- (1) A pictorial representation of, and other information about, the proposed sign, disclosing overall dimensions, dimensions of letters and figures, colors, materials, copy, and illumination or movement characteristics, if any.
- (2) A plan of the site on which the proposed sign is to be located showing the location of all existing or proposed signs subject to this article, buildings, parking areas and vehicular accessways.
- (3) A description of the type and dimensions of all other existing or proposed signs on the site which are subject to this article, relating each to the location shown on the site plan.
- (4) Such other information as the zoning administrator deems appropriate to determine compliance with the provisions of this article.

Sec. 41-891. Powers and duties for zoning administrator.

- (a) The zoning administrator shall determine whether the proposed sign or sign program is in compliance with this chapter, the provisions of this code and, in addition, where such property is located within a redevelopment project area, shall consider the provisions of the applicable redevelopment plan and any applicable development agreement approved by the city or the Santa Ana Redevelopment Agency. In addition, the zoning administrator shall determine whether or not the purposes and objectives of this chapter have been met and, in that regard, may impose conditions more restrictive than this article to assure that the purposes and objectives of this chapter will be realized. Consideration may be given to site plans, landscaping, general design and development, setback, relationship of such factors to existing development in

immediate or surrounding areas, as well as proposed future development in surrounding or immediate areas as indicated on the general plan or any specific plan of the city and any applicable redevelopment plan. Interior design of buildings shall not be considered except as related to the foregoing; nor shall conditions be imposed to require signs obviously incongruous with the property or surrounding areas.

- (b) The zoning administrator, in compliance with the foregoing, may approve, conditionally approve subject to modifications, or disapprove any application for a sign permit to relocate, erect, alter or expand any sign or sign structure subject to the following standards:
- (1) Such approval does not constitute a special privilege nor available to others in the same circumstances.
 - (2) Such approval is in substantial compliance with the general plan and with any applicable redevelopment or specific plan of the city and any applicable development agreement approved by the city or the Santa Ana Redevelopment Agency.
 - (3) The nature, condition and development of adjacent uses, buildings and structures have been considered, and no approval shall be granted where such approval will adversely affect or be materially detrimental to such adjacent uses, buildings or structures.
 - (4) The sign placement, scale, shape, illumination, size, colors, letter styles, or other design aspect are architecturally appropriate and compatible in relation to the development on and adjacent to the site of the proposed sign. Site development, landscaping, construction, color and material of exteriors, other signs, exterior lighting, uses, occupancy, density, and the entire development plan shall be considered prior to sign approval.

Sec. 41-892. Determination by zoning administrator. If the decision of the zoning administrator should be to approve the sign plans as submitted with only insignificant or minor changes, a permit shall be issued. Otherwise, the zoning administrator shall make no decision until notice to the applicant, giving fourteen (14) days to appear and present evidence on his/her behalf, is made and given. Zoning administrator hearings shall not require notice to anyone other than the applicant. The decision of the zoning administrator shall be final and conclusive and effective five (5) city business days after giving of notice thereof, unless within such five (5) city business days an appeal in writing is filed with the secretary of the planning commission by the applicant.

Sec. 41-893. Hearing before the planning commission. All appeals shall be heard by the planning commission at a public hearing within thirty (30) days of the notice of such appeal, and on at least ten (10) days prior written notice to the applicant and appellant and any person requesting notice of the time and place of such hearing. No other notice of such hearing is required. Such notice of hearing may be waived by any person entitled thereto. The planning commission, in making its determination, shall consider the record before the zoning administrator and such additional evidence deemed relevant and received by it at such hearing. The planning commission, in making such determination, shall be governed by the terms and provisions of this article, and its decision shall be final and conclusive.

Sec. 41-894. Removal of temporary signs. In any case where a permit is issued for a sign or advertising display to be installed for a limited time only, the zoning administrator may require, as a condition of approval of the permit, that the applicant post a cash deposit, in amount of the estimated cost of removal of the sign but not to exceed five hundred dollars (\$500.00) refundable upon removal of the sign, and an agreement to permit the city to enter upon the site and remove and dispose of the sign in the event such sign is not removed when required to be removed.

DIVISION 5. ILLEGAL AND NONCONFORMING SIGNS

Sec. 41-895. Permit requirement. Except as otherwise provided in this article, no person shall place, paint, erect, move, reconstruct, alter or display any sign structure or allow the same to be done on property occupied or controlled by such person, except in accordance with a permit issued for such sign pursuant to this article.

Sec. 41-896. Maintenance of signs. No person shall allow any sign located on property owned, occupied or controlled by such person to remain in a condition of disrepair for a period of more than thirty (30) days. For purposes of this article, a sign shall be deemed to be in a condition of disrepair if it is in need of replacement of defective or missing parts, has a broken or damaged sign face, or is in need of repainting or cleaning in order to be brought into a reasonably sightly and legible condition.

Sec. 41-897. Nuisance abatement. Any sign installed, altered or maintained in violation of any provision of this article constitutes a public nuisance and is subject to abatement pursuant to Chapter 17 of this Code.

Sec. 41-898. Nonconforming signs.

- (a) A nonconforming sign may be maintained subject to the same restrictions as apply to nonconforming uses and buildings pursuant to Article VI of this chapter.
- (b) A nonconforming sign which is relocated on the same site to accommodate a street widening or other public works project shall retain its status as a nonconforming sign, provided the relocated sign is substantially the same as the sign existing prior to the relocation.

Sec. 41-899. Loss of nonconforming sign status. Subject to section 41-898(b), a nonconforming sign becomes an illegal sign and must be removed, altered or changed to comply with all provisions of this article when:

- (1) The sign is structurally altered or expanded.
- (2) The sign has ceased, for a period of ninety (90) days or more, to identify or represent any occupant or activity actually located and operating on the site of the sign. For a multitenant nonconforming freestanding sign, the discontinued business sign shall be blanked out, and when fifty (50) per cent or more of the entire sign is blanked out, then the sign shall be removed or shall comply with the provisions of this part.
- (3) There is damage or destruction to the sign to the extent of more than fifty (50) per cent of the value of the sign.
- (4) The sign face or copy is changed, except that a sheet metal cabinet sign in conformance with an implied or explicit sign program may continue subject to all other provisions of this article.

- (5) The sign is located on a site on which the building exteriors are undergoing remodeling, renovation or rehabilitation.

Sec. 41-900. Prohibition of illegal signs. No person shall install, construct or maintain an illegal sign.

DIVISION 6. DEFINITIONS

Sec. 41-1000. General. The words and phrases used in this article shall be construed as defined in this division, unless the context clearly required otherwise. Unless specifically defined in this article, the definitions set forth in other provisions of this Code shall likewise apply to this article.

- (1) *Aerial sign:* A free floating balloon, kite, or similar object not directly secured to property within the city.
- (2) *Alter:* To change the copy, color, size, shape, illumination, position, location, construction or supporting structure of a sign, not including ordinary maintenance.
- (3) *Area of a sign:* The entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of writing, representation, logo, or any figure of similar character, together with any frame, background area, structural trim, or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The supports or uprights on which any such sign is supported shall not be included in determining the sign area. The area of signs with two (2) faces shall be considered to be the area of the largest face. The area of signs with three (3) or more faces shall be considered to be the area of the largest face or one-half (1/2) the area of all of the faces, whichever is less.
- (4) *Awning sign:* A sign affixed to or imprinted on a temporary shelter composed of nonrigid material on a supporting framework, affixed to the exterior wall of a building.
- (5) *Business activity:* An enterprise offering goods, services, or other consideration to the public, in legal occupancy of a site or of a specific portion of a site and under separate and distinct management from any other enterprise located on the same site.
- (6) *Business frontage:* The horizontal dimension of a building or individual business elevation measured at ground level.
- (7) *Canopy sign:* A sign affixed to any permanent architectural projection extending over a door, entrance, window, or outdoor service area.
- (8) *Changeable copy sign:* A sign or portion thereof which copy is changed manually or electrically, such as readerboards and electronic message boards, without altering the face or surface.
- (9) *Construction sign:* A sign at the site of a construction project which identifies the project and/or the persons or firms involved in it.

- (10) *Directional sign:* A sign erected for the purpose of facilitating or controlling the efficient and safe movement of pedestrians or vehicles on private property and containing only directional information and no advertising.
- (11) *Elevation:* The visible vertical plane of the side of a building from ground level to the roof line.
- (12) *Elevation, primary:* The side of a building directly abutting either a street or a parking area. A business owner may choose which elevation is considered the primary elevation, except that in a multitenant building the elevation which is contiguous to other businesses shall be the primary elevation.
- (13) *Elevation, secondary:* Any elevation of a building not determined to be a primary elevation.
- (14) *Flag canopy:* A line of flags, or a series of lines of flags, suspended above a site.
- (15) *Freestanding sign:* A sign standing directly on the ground that is independent from any building or other structure.
- (16) *Frontage:* The length of a property line along the street that forms its boundary.
- (17) *Frontage, primary:* A frontage which is either abutting a major arterial or is longer than other frontages on lots having two (2) or more frontages.
- (18) *Frontage, secondary:* On a lot with frontage on two (2) or more streets, all frontages except that frontage designated as the primary frontage.
- (19) *Gross leasable space:* A single leasable space regardless of number of tenants or leases within the space.
- (20) *Height of sign:* The overall height of the sign above the top of the curb grade.
- (21) *Illegal sign:* A sign which does not conform to the requirements and standards of this article and which is not a nonconforming sign as hereinbelow defined.
- (22) *Implied sign program:* The predominant pattern of signs within a commercial center which does not have an adopted sign program.
- (23) *Incidental sign:* A sign conveying information that includes, but is not limited to, hours of operation, delivery information, credit cards accepted, and open/closed signs.
- (24) *Integrated development site:* Any commercial site, regardless of the number of lots or individual tenants, that is developed with common parking, layout, architecture or design features.
- (25) *Item of information:* A word, figure, logo, abbreviation, or other symbolic representation.
- (26) *Logo:* A design of letters or symbols used as a trademark or for identification in lieu of, or in conjunction with, other signs.

- (27) *Lot line*: A line that separates two (2) lots.
- (28) *Marquee sign*: A sign affixed to a permanent projection extending from the building or beyond the wall of the building.
- (29) *Monument sign*: A freestanding low profile sign with the sign width greater than the sign height and designed with a solid base and background.
- (30) *Multitenant development*: A development consisting of three (3) or more leasable spaces.
- (31) *Noncommercial sign*: A sign which is not any of the following:
- a. A sign which is designed to promote the sale, lease, or exchange of goods, services, or property.
 - b. A sign which is designed to identify or attract attention to any place which sells, leases, or exchanges goods, services, or property.
 - c. A sign which is designed to identify or attract attention to any church or other place of worship, club, nonprofit facility, governmental office or facility, or other such place where a person, group of persons or organization is engaged in any activity involving interaction with the general public or a significant portion thereof, whether for income purposes or not.
 - d. A directional sign.
 - e. A construction sign.
- (32) *Nonconforming sign*: Any sign which at one time conformed to all applicable requirements and standards of this chapter, including all applicable permit requirements, but which subsequently ceased to so conform due to changes in such requirements and standards.
- (33) *Painted sign*: A sign painted directly on a building or on material which is then attached to a building.
- (34) *Parapet*: A protective wall or barrier projecting above any canopy, balcony, or roof.
- (35) *Permanent sign*: A sign constructed of weather-resistant material and intended for permanent use.
- (36) *Projecting sign*: A sign attached to a building with the face not parallel to the vertical surface of the building.
- (37) *Raceway*: A conduit to house electrical wires for signs and used to support and/or affix signage on a wall.
- (38) *Real estate sign*: A temporary sign pertaining to the sale, lease, or rental of land and/or buildings.

- (39) *Roof line*: The uppermost edge of the roof or the top of the parapet, excluding mechanical equipment screens, whichever is highest. Where a building has several roof levels, the roof line shall be the one belonging to that portion of the building on which the sign is located.
- (40) *Roof sign*: A sign which has a point of attachment to the roof of a building. Architectural projections, including mechanical equipment screens, above any parapet or roof line whose sole function is a background for signs shall be considered a sign structure. A sign on such an architectural projection shall be considered a roof sign.
- (41) *Sign*: Letters, figures, symbols, trademarks, or logos, with or without illumination, intended to identify any place, subject, person, firm, business, product, article, or merchandise. A sign includes all parts, materials, frames, and backgrounds.
- (42) *Signable area*: The area of the largest rectangular portion of a face of a building to which a sign is affixed or proposed to be affixed, which can be included within parallel, vertical and horizontal lines uninterrupted by significant architectural features of the building.
- (43) *Site*: A unit of land, together with all improvements thereon, determined as follows:
- a. A unit of land which may be conveyed separately from any and all adjacent land without the requirement of approval of a tentative map pursuant to the Subdivision Map Act and Chapter 34 of this Code.
 - b. Two (2) or more buildings or business activities that are or will be related to each other physically or architecturally, such as by sharing off-street parking facilities, so as to form an integrated development, such as a shopping center, industrial park or office complex.
- (44) *Special event sign or display*: Signs or advertising displays or combination thereof which advertise or attract public attention to a special one-time event, the opening of a building or business activity, the sale of goods or services at discounted or otherwise specially advantageous prices, or similar event; but excluding signs pertaining to the sale, lease or rental of real estate.
- (45) *Temporary sign*: Any sign that is used only temporarily and is not permanently mounted.
- (46) *Under-canopy sign*: A sign that is suspended below a canopy or marquee perpendicular to the nearest elevation.
- (47) *Unshielded lighting*: An external illumination source which is exposed to view.
- (48) *Wall sign*: A sign which is attached parallel to or painted on a wall, including parapet or canopy fascia, or a building.
- (49) *Width of sign*: The total horizontal dimension of a sign, including all frames or structures.
- (50) *Window sign*: A sign that is attached to or is intended to be seen in, on, or through a window and is visible from the exterior of the window.

DIVISION 7. DOWNTOWN DISTRICT SIGNS

Sec. 41-1020. Application of division. The provisions of this division apply only to signs located in the downtown district. No person shall install or display any sign in the downtown district which does not comply with the standards set forth in this division, and no permit shall be issued for any such sign.

Sec. 41-1021. General requirements and definitions.

(a) A sign program shall be required as follows:

- (1) An approved sign program covering primary signs and secondary signs is required for all new buildings prior to the erection or installation of any sign.
- (2) An approved sign program covering primary and secondary signs is required for all existing buildings when application is made for a new primary sign or replacement of an existing primary sign.
- (3) Sign program applications shall be submitted in a manner prescribed by Article XI.
- (4) Subsequent to approval of a sign program, all new on-building signs shall be in conformance with the sign program.

(b) The following definitions shall apply to Division 7 only:

- (1) *Downtown district* means that area of the City of Santa Ana bounded by Civic Center Drive on the north, French Street on the east, First Street on the south, and Ross Street on the west.
- (2) *Primary sign* means the principal and dominant sign identifying a ground-level business and located on or attached to the building in which such business is located.
- (3) *Secondary signage* means signs, other than a primary sign for a business, which identify or draw attention to such business or advertise the goods or services offered by such business.
- (4) *Color and lettering board* means an exhibit drawn to scale that shows the lettering style, colors to be used (by name, sample and/or stock number of local manufacturer), dimensions, lighting characteristics, layout, and content of any proposed sign.
- (5) *Pole sign* means a sign supported by a single support the width of which is less than fifty (50) percent of the longest dimension of the sign.
- (6) *Ground floor tenants space* means the distinct leasable space located on the ground level separated from others by floor to ceiling walls, and with a separate door or access point onto a public street.
- (7) *Second floor tenants space* means the distinct leasable space above the ground floor tenant space separated from others by floor to ceiling walls, and with a separate door or access point onto a street.

- (c) All signs shall conform to the following general provisions:
- (1) Signage shall be consistent with the architectural design and proportions of the building and may not be placed on transoms, prismatic glass, insignias or any other architectural ornamentation.
 - (2) Lettering on signs on buildings shall be appropriate to the period when the building was built. Lettering styles that are similar in character to historic styles are allowed.
 - (3) Colors may be contrasting but shall be harmonious with the colors used on the building facade and adjacent signs.
 - (4) The design and manufacture of all signs must be of a professional quality and must be produced by a professional sign contractor licensed to do business in the City of Santa Ana as a sign contractor.

Sec. 41-1022. Primary signs, general standards. Primary signs shall comply with the following standards:

- (1) Primary signs shall announce the name of the business using letters, graphics, symbols, logos or trademarks. The advertising of goods and services offered for sale, product logos, or product trademarks is not allowed. Directional information may be included in primary signs.
- (2) Roof signs, flashing, rotating, animated, automatic changing, digital, and inflatable display signs are not permitted.
- (3) Only one (1) primary sign shall be allowed for each tenant's frontage that faces directly onto a street.
- (4) A color and lettering board shall be submitted with each application for a sign permit.

Sec. 41-1023. Primary wall signs. Primary signs which are wall signs shall comply with the following standards:

- (1) The sign shall not extend more than six (6) inches from the building plane.
- (2) The sign area shall not exceed two (2) square feet per linear foot of each tenant street front elevation to a maximum of one hundred (100) square feet of sign area per tenant street front elevation.
- (3) The area of the sign shall not exceed fifty (50) percent of the signable area for each tenant.
- (4) No sign shall have a horizontal dimension that exceeds seventy-five (75) percent of the horizontal dimension of the portion of the building occupied by the activity identified by the sign, measured on the side of the building on which the sign is located.
- (5) The top of the sign must be placed below the level of the second story window sills, but in no event higher than three (3) feet above the ceiling level of the ground story, or above the roof line of the building.

- (6) Illumination of signs by incandescent bulbs is allowed only if done by projecting light fixtures of historic character. Nonhistorical buildings may use incandescent, exposed neon and internal lighting.
- (7) Sign types are limited to one (1) of the following per building:
 - a. Individual letters.
 - b. Sandblasted or carved signs.
 - c. Solid sign faces and backgrounds.
 - d. Neon signs.
 - e. Internally or backlit individual letters.
- (8) Sign materials are limited to the following per building:
 - a. Fourteen (14) pounds or greater density foam finished with automotive lacquer or the equivalent.
 - b. Paint.
 - c. Wood.
 - d. Metal.
 - e. Acrylic or plexiglass.
 - f. Neon.
 - g. Other durable materials approved by the downtown development manager.

Sec. 41-1024. Primary projecting signs. Primary signs which are projecting signs shall comply with the following standards:

- (1) Horizontal projecting signs may not extend more than six (6) feet beyond the property line or be more than sixteen (16) square feet in size.
- (2) Vertical projecting signs are permitted only on corner buildings. They must be located above the cornice line of the first floor and may not extend beyond the top of the roofline unless recreating a historic sign. Vertical projecting signs must conform to the size requirements of section 41-1023(2) unless recreating a historic sign.
- (3) Projecting signs shall be either of a horizontal or a vertical design.
- (4) Exposed guy wires must be painted black.
- (5) All projecting signs must be constructed of metal or wood and can be illuminated in one (1) of the following ways:
 - a. Neon, but only if it is in keeping with the age and character of the facade;

- b. Incandescent bulbs;
- c. Wall-mounted external incandescent illumination.

Sec. 41-1025. Secondary signage, general standards. Secondary signage shall comply with the following standards:

- (1) Secondary signs shall be either window signs conforming to section 41-1026, neon signs conforming to section 41-1027, hanging signs conforming to section 41-1028, awning signs conforming to section 41-1029, or secondary wall signs conforming to section 41-1030.
- (2) Permanently affixed logos, or other traditional symbols that identify the nature of a business, may be used.
- (3) Each tenant shall be limited to two (2) secondary signs per tenant elevation. If the business name only is utilized for the secondary signs, it may appear once per window, regardless of the number of windows, but no other secondary signage shall be permitted. The tenant name, shall be in a uniform location and shall be of a uniform size.
- (4) Except in alleys, secondary signage may occur only below the transoms, except as noted per section 41.1026(4) or, if none are present, below the uppermost portion of the display windows.
- (5) Where space limitations prohibit any primary signage, secondary sign requirements may be expanded upon special review and approval of the planning director. Approval shall be granted only if it is found that the standard secondary sign requirements do not adequately meet the signage need of the business.
- (6) Secondary signage on levels above the ground floor may be used only to announce the names of businesses on the upper floors.
- (7) Second story tenants are limited to window or projecting signs only.
- (8) No sign is allowed for tenants above the second floor.

Sec. 41-1026. Window signs. Signs painted directly on the window surface, including showcase windows and glass-paned doors, shall comply with the following standards:

- (1) Letters shall not exceed nine (9) inches in height or cover more than twenty-five (25) percent of a window area and shall not exceed a maximum size of twenty (20) square feet.
- (2) Window signage is limited to no more than one (1) window area, including street facing windows and windows in entry doors, except that businesses with street frontages between seventy-six (76) and one hundred and fifty (150) feet can have one (1) additional window sign and that businesses with street frontages over one hundred and fifty (150) feet can have one additional window sign.
- (3) Window signage is allowed for ground floor and second floor tenants only, with windows facing street frontage.

- (4) Prismatic glass or glass block, including glass transoms, may not have a sign applied to it. Signs on transoms immediately over entry doors and contained within the door frame are allowed and shall not exceed twenty-five (25) percent of the window area.
- (5) For windows above the first floor, window signs shall consist of individually painted letters, gold leaf letters or neon per subsection 41-1026(6)(b).
- (6) Any vacuum tube sign lit by neon gas shall comply with the following standards:
 - (a) Letters shall not exceed nine (9) inches in height and sign area is limited to four (4) square feet.
 - (b) Any letter style is permitted as long as letters are continuous. Painted-out spaces between letters are not permitted.
 - (c) Neon bands may be used only to frame the sign but must be contained within the allowable sign area.
- (7) A color and lettering board shall accompany all application for window signs.

Sec. 41-1027.

Neon signs. Any vacuum tube sign lit by neon gas shall comply with the following standards:

- (1) Letters shall not exceed nine (9) inches in height and sign area is limited to four (4) square feet.
- (2) Any letter style is permitted as long as letters are continuous. Painted out spaces between letters are not permitted.
- (3) Neon bands may be used to frame the sign but must be contained within the allowable sign area.
- (4) The use of one (1) neon sign per street front to advertise products by brand name, logo or trademark is allowed.

Sec. 41-1028.

Hanging or projecting signs. Any sign which is suspended by wire, chain or cable from the underside of a roof or canopy structure or is hanging from a window or projecting beyond six (6) inches shall comply with the following standards:

- (1) Signs shall not exceed four (4) square feet in size.
- (2) The sign must be behind the glass pane if used as a window sign.
- (3) Only one (1) hanging sign per street facing window or entry area allowed, not to exceed two (2) hanging signs per business.
- (4) If used as a primary sign, see primary wall sign standards.
- (5) Signs shall be made of wood or metal with raised letters, or letters painted directly on a wood or metal base, or shall be carved or sandblasted wood signs, or shall be neon in accordance with section 41-1026.

- (6) Exterior mounted signs must have a minimum clearance of seven (7) feet six (6) inches above the finished surface of the pedestrian right-of-way beneath it.
- (7) Projecting signs identifying businesses above the ground floor may be located along the second floor exterior wall. No projecting sign can be located above the second floor.
- (8) No two (2) projecting signs may be placed closer than twenty-five (25) lineal feet to one another.

Sec. 41-1029. Awning signs. Signs on awnings shall comply with the following standards:

- (1) The awning valance may be treated as secondary signage and used to announce goods and services.
- (2) If used as a primary sign, see primary wall sign standards.
- (3) Duplicate sign copy is not permitted.
- (4) The allowable area of signage on an awning may not exceed one (1) square foot per linear foot for a maximum of one hundred (100) square feet. The maximum amount of sign area on the awning shall not exceed twenty (20) percent of the available awning space.
- (5) The maximum letter height for the valance shall be six (6) inches.
- (6) Awnings must project at a minimum 15-degree angle from the face of the building.
- (7) Awnings may not cover transom windows.
- (8) Awnings must be appropriate to building architecture.
- (9) Transparent or semi-transparent awnings may not be internally illuminated.

Sec. 41-1030. Secondary wall signs. Secondary wall signs shall comply with the following standards:

- (1) No more than one (1) secondary wall sign shall be permitted on no more than two (2) elevations that do not face a public street but do abut parking areas, alleys or service ways.
- (2) The area of any secondary wall sign shall not exceed the smaller of any of the following:
 - a. Five (5) per cent of the business elevation area;
 - b. Forty (40) per cent of the signable area; or
 - c. Fifty (50) square feet.
- (3) Secondary wall signs may be used by ground level tenants only.

Sec. 41-1030.1. Building directory sign. A directory sign identifying businesses above the ground level shall comply with the following standard:

- (1) Must be located at the ground level and adjacent to the entry point for the upper levels.
- (2) No more than one (1) directory sign per ground level entrance.
- (3) The area of the directory sign shall not exceed six (6) square feet.
- (4) The directory sign may only identify the names of businesses above the ground level.
- (5) Letter height shall not exceed two (2) inches.

Sec. 41-1030.2. Service entry wall sign.

- (1) Must be located adjacent to the ground level service entrance.
- (2) No more than one (1) service entry wall sign per business.
- (3) The area of the service entry sign shall not exceed four (4) square feet.
- (4) The service entry sign cannot face a public street.

Sec. 41-1031. Freestanding signs. Freestanding signs (other than portable signs) shall comply with the following standards:

- (1) No freestanding sign shall be permitted on any site which does not have street frontage and vehicular access between such street frontage and parking facilities on the site. In addition, no more than one (1) freestanding sign shall be permitted for each building side having frontage on a public street.
- (2) There shall be a minimum of one hundred (100) feet of separation between any freestanding signs.
- (3) A freestanding sign shall be located either in a landscaped planter at least twice the size of the sign face or on a decorative wall separating a parking lot from the public right-of-way, but in no case shall it be located in the public right-of-way.
- (4) No freestanding sign shall be located in the triangular area(s) measured by a fifteen-foot diagonal cutoff where a driveway enters onto a street so as to create a safety hazard.
- (5) No freestanding sign structure shall exceed five (5) feet in height and forty (40) square feet in area.
- (6) The size of one (1) face of the sign shall not exceed ninety (90) per cent of the sign structure.
- (7) The copy area of the sign shall not exceed seventy-five (75) per cent of the face of the sign.
- (8) The sign copy shall be limited to the business name, address, and/or identification logo.

- (9) Style must be consistent with the architecture of the main building and compatible with the surrounding historical structures.
- (10) Pole signs are not permitted.
- (11) Illumination may be provided by direct or indirect means from fixtures mounted directly on the sign housing, the ground or via neon tubing.
- (12) Internally illuminated signs are not permitted.
- (13) The sign must be constructed of similar or compatibly materials to those used in the structure in which the business is located.

Sec. 41-1032. Building identification signs. Building identification signs shall comply with the following standards:

- (1) There shall be no specific size requirements, but building identification signs shall be sized proportionately to the building being identified and to the sign area in which it is located.
- (2) Building identification signs may contain the name of a building or describe its function but may not identify any individual tenant of the building or any products sold.
- (3) Building identification signs shall not be lit.
- (4) Building identification signs may be made of nonilluminated individual letters applied to the building face, may be engraved into the building's material, or may be bas-relief.

Sec. 41-1034. Signs for churches and residential development. Signage for churches and residential developments shall comply with the following standards:

- (1) Signage must be appropriate to the building architecture.
- (2) Signage for residential developments shall comply with the regulations applicable to signs located outside of the downtown district.
- (3) Signage for churches shall be in keeping with secondary sign standards.

Sec. 41-1035. Special sale signs. Temporary signs announcing special sales shall comply with the following standards:

- (1) No more than two (2) temporary signs per business are permitted.
- (2) Each sign shall not exceed three (3) square feet individually, nor more than six (6) square feet collectively.
- (3) Such signs must be confined to lower corners of windows.
- (4) Such signs may be posted for no more than fourteen (14) days during any ninety-day period.

Sec. 41-1036. Real estate signs. Signs advertising the sale or lease of buildings or building space shall comply with the following standards:

- (1) Such signs shall not exceed twelve (12) square feet in size.
- (2) No more than two (2) such signs are allowed on any face of the building, with one (1) sign being mounted in a ground floor window and the other above the ground floor on any eligible signable area.
- (3) Lettering on real estate signs on historically contributive buildings shall be appropriate to the period when the building was built. Lettering styles that are similar in character to historic styles are allowed.
- (4) Such signs must be removed within thirty (30) days after the building or building space to which they pertain has been sold or leased.

Sec. 41-1037. Temporary banners. Temporary banners shall be subject to the regulations applicable to temporary banners located outside of the downtown district.

Sec. 41-1038. Construction signs. Signs pertaining to construction activity shall comply with the following standards:

- (1) Such signs shall not exceed sixteen (16) square feet in size.
- (2) Lettering shall be contemporary to the period of the building.
- (3) Such signs must be removed within thirty (30) days after issuance of an occupancy permit for the building.
- (4) The lettering on construction signs shall be compatible with the historic character of the downtown district.

Sec. 41-1039. Credit card and trading stamp signs. Signs announcing credit card acceptance or trading stamps shall comply with the following standards:

- (1) No more than three (3) such signs are allowed for each business.
- (2) Such signs shall not exceed one (1) square foot individually nor three (3) square feet collectively.
- (3) Such signs are permitted only in ground level windows.

Sec. 41-1040. Preservation of existing historic signs.

- (a) Historically significant painted wall signs shall be retained or recreated if possible.
- (b) Mounted signs announcing the name of a business no longer in existence at the sign's location and having historical significance may be salvaged and relocated.
- (c) All architectural signage in place on the building announcing the original or historic name of the building, year of construction or insignias shall remain in place and shall not be removed, altered or covered under any circumstances.
- (d) Historic signage shall not be calculated as part of the overall signage permitted pursuant to this division.