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C-SM (SOUTH MAIN STREET COMMERCIAL DISTRICT)

Sec. 41-520. Applicability of division. C-SM (South Main Street commercial district) district is specifically subject to the regulations contained in this division.

Sec. 41-521. Uses permitted in the C-SM district. The following uses are permitted in the C-SM district:

- (a) Retail and service uses.
- (b) Professional, administrative, and business offices.
- (c) Public parking lots and parking structures.
- (d) Animal hospitals and veterinarians.
- (e) Gymnasiums, health clubs, and martial arts studios.
- (f) Public utility structures, including electric distribution and transmission substations.
- (g) Restaurants, cafes, coffeehouses, and eating establishments, other than those provided in section 41-522, excluding the establishment of drive through service facilities.
- (h) Schools and studios operated for commercial or public purposes.
- (i) Child care facilities.
- (j) Art galleries, museums and exhibit halls.
- (k) Plant nurseries.
- (l) Theaters.
- (m) Furniture stores.
- (n) Youth amusement rides ancillary to grocery, general merchandise and department retail store uses.

Sec. 41-522. Uses subject to a conditional use permit in the C-SM district. The following uses may be permitted in the C-SM district subject to the issuance of a conditional use permit:

- (a) Clubs, lodges and fraternal organizations.

- (b) Outdoor and indoor recreational or entertainment uses including night clubs, other than those set forth in section 41-521.
- (c) Hotels, motels, lodging houses, care homes, fraternity houses and sorority houses.
- (d) Thrift and resale stores, antique shops and collectable stores, excluding pawn shops and auction houses.
- (e) Eating establishments open at any time between the hours of 12:00 midnight and 5:00 a.m. and located within one hundred fifty (150) feet of residentially zoned or used property, measured from property line to property line.
- (f) Laundromats.
- (g) Ancillary outdoor dining facilities located in the front yard area.
- (h) Banquet facilities, subject to development and operational standards set forth in section 41-199.1.
- (i) Banquet facilities as an ancillary use, subject to development and operational standards set forth in section 41-199.1.
- (j) Automobile repair and automobile servicing.

Sec. 41-523. Operational standards.

- (a) All business activities in the C-SM district shall be conducted and located within an enclosed building, except as otherwise provided in section 41-195, and except that the following business activities, to the extent permitted under section 41-365 and section 41-365.5, may be conducted outside of an enclosed building:
 - (1) Plant nurseries.
 - (2) Recreational or entertainment uses.
 - (3) Youth amusement rides.
- (b) No outside storage. Any and all storage of goods and supplies shall be located inside the building and limited to products sold at retail on the premises or utilized in the course of business within the building.
- (c) Public utility electric distribution and transmission substations shall be screened by a fence at least six (6) feet high, except as restricted by sections 36-45, 36-46, and 36-47 of this Code.
- (d) Youth amusement rides shall comply with the standards in section 41-366 for C1 districts.

- Sec. 41-524. Building height.** No structure shall exceed thirty-five (35) feet in height.
- Sec. 41-525. Front yard setback requirement.** There shall be no front yard building setback allowed except for developments which provide outdoor dining areas subject to the approval of guidelines established by resolution of the city council.
- Sec. 41-526. Side yard and building setback requirements.** There are no side yard requirements, except on corner lots with parking facing the side street, the side yard shall be not less than five (5) feet. Additionally, no part of a building above the first fifteen (15) feet in height may be located within twenty (20) feet of the vertical plane of a side lot line if the lot is contiguous to residentially zoned or used property on such side.
- Sec. 41-527. Rear yard and building setback requirements.** There is no rear yard requirement, except that property abutting residentially zoned or used property shall have a rear yard landscape buffer of not less than five (5) feet where parking is provided. Additionally, no part of a building above the first fifteen (15) feet in height may be located within twenty (20) feet of the vertical plane of a rear lot line if the lot is contiguous to residentially zoned or used property on the rear.
- Sec. 41-528. Landscaping requirements.**
- (a) When no building is present on the site, a minimum five (5) foot landscaped area along the front property line shall be required for any proposed development.
 - (b) A landscaped area not less than five (5) feet wide shall be maintained along any property line to the extent it serves to separate property zoned or used for residential purposes from any off-street parking area.
 - (c) Vehicular parking may not be located within any required landscaped area.
 - (d) Prior to the issuance of any building permit, the developer shall submit to the city and the planning division shall approve a landscape plan that conforms to the requirements of this section and to standards for landscaping approved by the city council.
 - (e) Landscaping shall be installed and maintained in accordance with the approved landscaping plan by the owner(s) and manager of the development.
 - (f) Procedures for the approval and amendment of landscaping plans shall be established by the planning division.
- Sec. 41-529. Lot size and lot frontage requirements.** Each lot, which is used for commercial purposes in the C-SM district, shall have at least six thousand (6,000) square feet of area and fifty (50) feet of street frontage.

Sec. 41-530.

Off-street parking. Off-street parking shall be provided in the manner prescribed in article XV of this chapter, except that required parking for any C-SM zoned parcel may be granted by the zoning administrator administratively, to be located within five hundred (500) feet of the C-SM use it serves. For zoning administrator consideration, an application shall be submitted in writing to the city planning department upon forms provided by the department and shall include the following:

- (1) A full statement of the special circumstances and conditions relied upon as grounds for the request. The statement shall address at a minimum, how meeting the minimum parking requirements for the proposed C-SM use on-site as prescribed in article XV of this chapter, would result in severe and unreasonable hardship for the property owner.
- (2) Documentation indicating sufficient off-street parking exits in the form of a parking lot or parking structure within five hundred (500) feet of the site which meets the minimum requirements for the proposed C-SM use as prescribed in article XV of this chapter.
- (3) Documentation indicating that the structure in the C-SM zone, for which the request is made, is designed, intended and used for nonresidential purposes.

Sec. 41-531.

Walls and fences.

- (a) No walls or fences are permitted in the front yard areas, provided however, walls or fences may be permitted in approved dining areas and parking lots subject to the approval of guidelines established by resolution of the city council.
- (b) A minimum six-foot high solid masonry wall shall be provided along any property line abutting property used, zoned or designated within the city's general plan for residential purposes.
- (c) Wrought iron or similar architecturally compatible fencing may be used in all other applications provided such fencing does not exceed forty-eight (48) inches high within fifteen (15) feet of the front property line.

Sec. 41-532.

Signage--South Main Street district. The following sign regulations and guidelines shall apply in the Commercial South Main Street District only. The provisions of this section shall be applied in conjunction with chapter 41, article XI, "On-Premise Signs" of this Code, provided however, in the event of a conflict between the provisions within this section and the remainder of the City of Santa Ana Sign Ordinance as outlined in chapter 41, article XI, "On-Premise Signs," the provisions of this section shall prevail.

The number and area of signs as outlined in this section are intended to be maximum standards and do not necessarily insure architectural compatibility.

As a result, in addition to the enumerated standards within this section, consideration shall be given to a sign's relationship to the overall design of the subject property and its given surroundings.

A planned sign program, pursuant to sections 41-880 through section 41-884 of this chapter, shall be required for all buildings with more than two (2) tenants to ensure signage compatibility for the building. Planned sign programs must complement the architecture of the building or commercial complex and are subject to the same approval process and review as a sign permit.

(a) *Definitions.* The terms used in this section shall be construed as defined herein. Unless specifically defined in this section, all other terms shall have the same meaning as set forth in chapter 41, article XI of this Code.

(1) *Main sign.* The largest single permitted sign on the leasable tenant space.

(2) *Blade/arcade sign.* A type of projecting sign which is attached to the building and protrudes over the sidewalk area.

(3) *Mimetic sign.* A symbol or ornament which provides a direct reference to the product being sold or the type of business activity at a given location.

(b) *Scope.*

(1) This section applies to all signs and advertising displays in the South Main Street commercial district.

(2) This section does not apply to signs and advertising displays of the following types and descriptions:

a. Any billboard or other off-premise commercial advertising sign regulated by article XII of this chapter.

b. 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.

c. Any sign located within a building or enclosed area and designed to be viewed primarily by persons inside of such building or enclosed area.

d. 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.

- e. 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) percent of the area of each window.
- f. Non-freestanding 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.
- g. The changing of copy on an approved changeable copy sign, provided the copy identifies the business or service provided.

(c) *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.
- (8) Advertises or directs a use not being made on the premises where such sign is displayed or which identifies a product, activity, interest, service or entertainment not available on the premises where such sign is displayed. Any such sign shall be immediately removed at the time the use, product, activity, interest, service or entertainment is no longer made or available on the premises.

- (d) *Main signs.* Each leasable tenant space shall be limited to one (1) main sign from the following signage types. However, all businesses within the same building or complex of buildings shall use the same sign type.

All main signs must comply at a minimum, with the following general design criteria:

- All individual letter signs shall be installed to appear flush-mounted with no exposed raceways containing electrical transformers or components.
- All signs shall be for business identification containing the recognized trade name of the business only.
- No sign shall use mirrors reflecting a direct light source or utilize flashing, blinking or sequenced lights.
- Internally illuminated cabinet wall signs are strictly prohibited.
- The top of any main sign shall not be higher than the building on which it is located and in no event higher than twenty-eight (28) feet.

(1) *Projecting signs.*

- a. *Awning signs.* Signs can be applied to awnings according to the following criteria:

- (i) Letters shall be a maximum of fourteen (14) inches and located on the front face or any valance element of the awning. The sign area shall not exceed twenty (20) percent of the total awning area with a maximum area equal to one (1) square foot per linear foot of awning width.
- (ii) A logo may be incorporated into the sign, with additional sign area allowed, provided the total sign does not exceed thirty (30) percent of the total awning area with a maximum of one and one-half (1 1/2) square feet per linear foot of awning width.
- (iii) Letters and logos shall be sewn or silk-screened onto the awnings in an approved contrasting color.
- (iv) Each awning that is separated by a distance of at least eight (8) inches may contain an

identical sign except that the size of the sign shall be determined by the width of each separate awning. The combination of such signs shall be deemed as one (1) sign for purposes of this section; provided however, the aggregate dimensions of the combination of signs shall comply with the criteria set forth in subsection (i) above.

(v) No plastic awning signs shall be permitted.

(vi) No internally illuminated awning signs shall be permitted.

b. *Blade/arcade signs.* The following requirements will apply when blade or arcade signs are used:

(i) The maximum volume allowed shall be nine (9) cubic/square feet. The sign shall not exceed three (3) feet in any one (1) direction. The volume/dimensions used to determine size shall not include the bracket or suspension structure.

(ii) Acceptable materials include painted, polished and patina metal; painted and stained wood; glass; and inlaid stone.

(iii) The lowest point of any blade/arcade sign must be eight (8) feet above any pedestrian walkway.

(iv) The bracket design shall be integrally planned and detailed and shall be highly ornamental in nature. Brackets shall be consistent throughout their use on any particular building.

(v) One (1) blade/arcade sign may be located at each customer entrance. Each sign must be identical and the combination of such signs shall be deemed as one for the purposes of this section; provided however, the aggregate dimensions of the combination of signs shall comply with the criteria set forth in subsection (i) above.

(vi) Small scale "mimetic" blade/arcade signs (e.g. barber shop pole) are encouraged where appropriate architecturally in addition to one (1) blade/arcade sign. Final design approval is at the discretion of the planning manager. The combination of such signs shall be deemed as one for the purposes of this section.

(2) *Flush-mounted signs.*

a. *Individual letter wall signs.* The following criteria will apply when individual letters are used:

- (i)** Individual letters shall not exceed fourteen (14) inches in height, with the first letter capitals at a maximum height of sixteen (16) inches.
- (ii)** No more than one (1) wall sign shall be permitted for each primary elevation of a leasable tenant space.
- (iii)** Signs using individual letters shall not exceed in length, two-thirds (2/3) of the overall length of the storefront.
- (iv)** Signs shall not exceed a maximum of one (1) square foot per linear foot of the building frontage with a maximum of fifty (50) square feet.

b. *Permanent signs on glazing.* Lettering and logos may be applied directly on glazed areas in accordance with the following requirements:

- (i)** Signs on glazing shall be limited to the first floor of buildings.
- (ii)** Letters are to be a maximum of ten (10) inches.
- (iii)** The total area of the sign shall be no greater than forty (40) percent of the total glazed area upon which it is applied or fifteen (15) square feet, whichever is smaller.
- (iv)** Acceptable sign techniques are sandblasted or etched glass, professionally painted lettering, professionally or custom fabricated and applied vinyl, metal leaf and stained glass.
- (v)** Each glazed area on either side of a customer entrance may contain an identical sign. The combination of such signs shall be deemed as one (1) for the purposes of this section.

c. *Exposed neon.* Exposed neon signs may only be used in conjunction with food and entertainment uses. Where used, the following criteria must be met:

- (i) The use of exposed neon is limited to main signs only.
 - (ii) Neon, fiber optics and other high-intensity signs, which exhibit glare and high contrast with their surroundings, are discouraged. Additional lighting may be required to adjust the ambient light background of the proposal.
 - (iii) Signs shall not exceed the maximum area of one (1) square foot per linear foot of building frontage with a maximum of fifty (50) square feet.
- d. *Plaque signs/fascia panel.* The following requirements apply:
- (i) The length of the fascia panel/plaque shall be a maximum of two-thirds (2/3) of the overall storefront.
 - (ii) The height of individual letters shall not exceed fourteen (14) inches, with the first letter capitals a maximum of sixteen (16) inches.
 - (iii) The plaque/fascia panel design and finish shall be integrated with the storefront design.
 - (iv) Individual letters shall not exceed seven (7) inches in depth from the face of the surface upon which they are mounted.
 - (v) Acceptable materials include cast stone, wood and metal panels with individual metal and wood letters, neon and custom tile.
 - (vi) Letters may be no closer than six (6) inches from the edge of the plaque/fascia panel.
 - (vii) The fascia panel shall not exceed a maximum area of one (1) square foot per lineal foot of the building frontage with a maximum of fifty (50) square feet.
- (e) *Freestanding signs.* Freestanding signs shall be permitted in the South Main Street commercial district as follows:
- (1) *Number.* No more than one (1) freestanding sign shall be permitted on an integrated development site. A minimum of one hundred (100) feet of street frontage shall be required for a freestanding sign.

(2) *Location.*

- a.** No freestanding sign shall be permitted on any site which does not have street frontage.
- b.** 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.
- c.** No freestanding sign shall be placed closer than twenty-five (25) feet to a side lot line.
- d.** 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.
- e.** 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.

(3) *Height and area.* Freestanding signs shall not exceed five (5) feet in overall height from curb level unless otherwise stated in this section. The sign face area shall not exceed twelve (12) square feet.

(4) *Design.*

- a.** All signs shall be architecturally compatible with the development on which they are located. Materials and features present in the architecture of the development should be replicated in the design of the freestanding sign. Both solid base or pole base designs are allowed provided the design is architecturally compatible with the development. Final design approval is at the discretion of the planning manager.
- b.** The copy area of a freestanding sign shall not exceed forty (40) percent of the sign face.

