

**Division 5. On-Premise Signs**

**Sec. 41-2050. Purpose and intent.**

These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within the Specific Development 84, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- (a) Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;
- (b) Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop;
- (c) Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically designed and proportioned in relation to adjacent structures and the structures to which they are attached; and
- (d) Safeguard and protect the public health, safety, and general welfare.

**Sec. 41-2051. Application of division.**

- (a) The regulations of this division apply only to signs located in the Transit Zoning District. No person shall install or display any sign which does not comply with the standards set forth in this division, and no permit shall be issued for any such sign. 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 Division shall apply.
- (b) This article does not apply to the following sign and advertising displays:
  - (1) Any billboard or other off-premise sign regulated by Article XII of the SAMC;
  - (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 legal authority to maintain signs.
  - (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.

**Sec. 41-2052. General provisions and definitions**

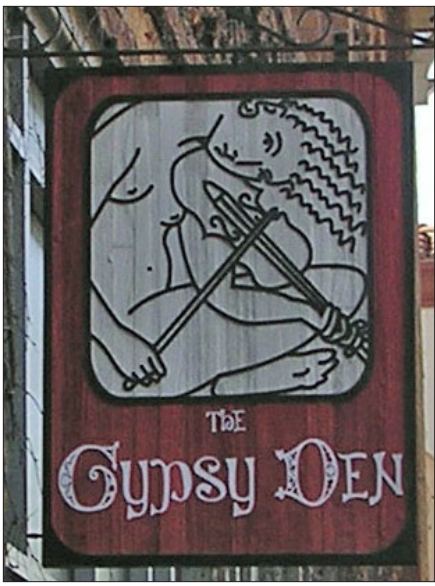
- (a) A planned sign program is required for all buildings with two (2) or more commercial tenants prior to the erection or installation of any sign
  - (1) Sign permit application and planned sign program applications shall be submitted in a manner prescribed by Article XI of the SAMC.
  - (2) In addition, a color and lettering board also shall be submitted with each application for a sign permit.
- (b) The following definitions shall apply:
  - (1) Alley/Passage means a sign that is mounted to or painted on facades fronting an alley or passage.
  - (2) Awning means a pedestrian-oriented sign that is mounted on top of a horizontal awning parallel to the sidewalk.
  - (3) Awning/Valence means a pedestrian-oriented sign that is applied directly to the awning's valence either through fabric or other acceptable material/paint.
  - (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) Freestanding means a pedestrian-oriented sign that is located within the front yard and projects or hangs from a post not to exceed 5 feet in height.
  - (6) Marquee means a sign that projects from the façade to express a figural design and message to motorists and pedestrians.
  - (7) 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.
  - (8) Projecting means a pedestrian-oriented sign that is mounted near or at the sidewalk, perpendicular to the building so that the sign is viewed from the sidewalk.

- (9) Second story tenants 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.
- (10) Wall sign means a sign that is mounted directly to or painted within the sign band, lintel or other allowed location on the shopfront so that the sign is viewed by both pedestrian and motorist.
- (11) Yard/Porch means a pedestrian-oriented sign that is attached to the porch and hangs or is otherwise suspended between columns supporting the porch roof. The porch sign is prominent within a bay created by the porch columns without obstructing view from inside the building or from the porch
- (c) Second story tenants are limited to window or projecting signs only.
- (d) Animated and moving signs and variable intensity, blinking or flashing signs, are only permitted when placed on a historic building and the sign corresponds to the historic character and architectural style of the building.
- (e) In addition to the prohibited signs contained within Article XI, the following signs are also hereby prohibited:
  - (1) A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature.
  - (2) No sign is permitted for tenants above the second floor.
  - (3) Cabinet signs.
  - (4) A sign painted directly on a building, except for historically significant and alley/passage signs.

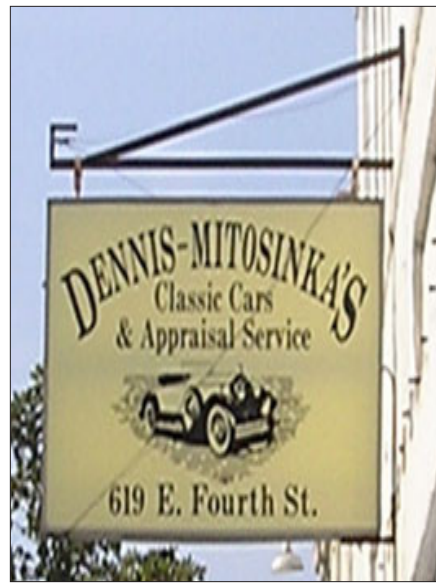
**Sec. 41-2053. Sign Standards.**

- (a) In Table 1, entitled Permitted Signs Types by Frontage, the allowed sign types are identified per the range of frontage types in the Transit Zoning Code, except residential buildings which do not include non-residential uses which shall be regulated as follows:
  - (1) Residential buildings with four or less dwelling units are not allowed signs.
  - (2) Residential buildings are permitted wall and yard/porch sign types if occupied by more than four dwelling units.
- (b) Number of signs: In Table 2 entitled Permitted Sign Placement establishes the number of signs allowed per building. Only one sign per storefront is permitted per elevation. Logos and identification symbols shall be considered signs and shall conform to all provisions of this division.
- (c) Sign area and height. The maximum sign area and height for each permitted sign type is established by Table 3 entitled Requirements by Sign Type.
- (d) Sign location requirements. Each sign shall be located in compliance with Table 2 entitled Requirements by Sign Type and the following requirements.
  - (1) On-premise signs required. Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this Article and at a minimum display the name of the business.
- (e) Sign setback requirements. Each sign shall comply with the building setback and encroachment requirements of the applicable zoning district, except for an approved freestanding sign, which shall be subject to the following setback standards:
  - (1) Freestanding signs shall be set back a minimum of 4 feet from the front and street side property lines.
  - (2) A freestanding sign shall be located only in a landscaped planter, with such planter not less than 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.
  - (3) No freestanding sign shall be located in the triangular area(s) measured 15 feet by 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.
- (f) Placement on a building. No sign shall be placed so as to interfere with the operation of a door or window. Signs should not be located so that they cover prominent architectural features of the building, including, but not limited to, transoms, prismatic glass, insignias, or any other architectural ornamentation.





Projecting Sign



Projecting Sign



Window Sign



Window Sign



Projecting Sign



Marquee Sign



Wall-Mounted, Individual letter sign



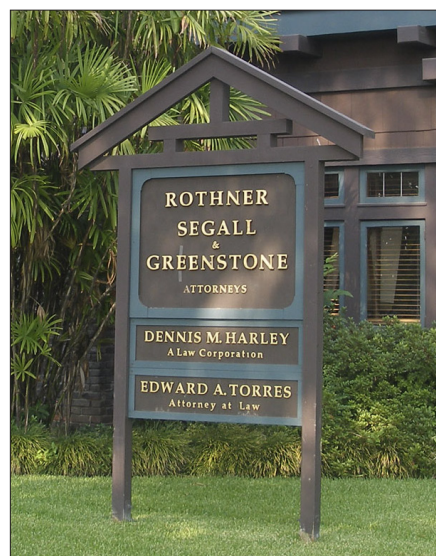
Yard/Porch Sign



Wall-Mounted Neon Sign



Wall-Mounted Sign with individual letters



Freestanding Sign



Marquee Sign

**Table 1: Permitted Sign Types by Frontage**

Sign Type	Frontage Type					
	Frontyard/Porch	Stoop	Forecourt	Shopfront	Gallery	Arcade
A. Yard/Porch	Y	Y	--	--	--	--
B. Freestanding	Y	--	--	--	--	--
C. Projecting	--	Y	Y	Y	Y	Y
D. Wall/Mounted	Y	Y	Y	Y	Y	Y
E. Awning	--	--	Y	Y	--	--
F. Awning/Valence	Y	Y	Y	Y	Y	Y
G. Marquee	--	--	Y	Y	Y	Y
H. Alley/Passage	--	--	Y	Y	Y	Y

Y = Allowed  
-- = Not Allowed

Above: Illustrative photos of allowed sign types



**Sec. 41-2054. Sign design.**

No sign permit shall be issued for a sign which does not comply with the following:

(a) Color.

- (1) Colors on signs and structural members shall be harmonious with one another and relate to the dominant colors of the buildings on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with building colors.

(b) Design and construction.

- (1) Signs shall be consistent with the architectural design and proportions of the building it is attached to.
- (2) Signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- (3) All signs and their supporting structures shall be so enclosed as to provide against their infestation by birds and vermin.
- (4) Signs shall not contain exposed cabinets or raceways.
- (5) Each permanent sign shall be designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or others whose principal business is the design, manufacture, or sale of signs), or who are capable of producing professional results.
- (6) Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs and prevent dilapidation.

(c) Materials and structure.

- (1) Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the site where the sign is located. Sign materials shall be consistent with those used on the buildings on the site and any other signs on the site.
- (2) No sign shall include reflective material.
- (3) Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance. Durable materials include but are not limited to the following: Wood, metal, acrylic or plexiglass and neon, and shall exclude foam, regardless of density.
- (4) The size of the structural members (e.g. columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting.
- (5) Individual letters shall be incorporated into the building design, rather than a sign with background and framing other than the structure wall.

(d) Street address. The review authority may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the site.

(e) **Copy design guidelines.** The City does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

- (1) Sign copy should relate only to the name and/or nature of the business or commercial center.
- (2) Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc. should be avoided.
- (3) Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
- (4) The area of letters or symbols should not exceed 50 percent of the background area, unless otherwise stated in Table 5C.

(f) **Sign lighting.** Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.

- (1) External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.

- (2) Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.

- (3) Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

- (4) Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.

- (5) For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited except, when used in signs of historic character as part of the architectural design.

**Sec. 41-2055. Sign Maintenance**

- (a) Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination shall be repaired within a maximum of 14 days from the date of damage or failure.

- (b) A repair to a sign shall be of materials and design of equal or better quality as the original sign.

- (c) A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the Santa Ana Municipal Code.

- (d) When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed and the surface it was attached to repaired and painted to match the building.

**Sec. 41-2056. Major development identification signs.**

**Freestanding signs for developments occupying one acre or more may develop one additional freestanding sign with the following standards:**

- (a) There shall be a minimum of one hundred (100) feet of separation between any freestanding signs.
- (b) No freestanding sign structure shall exceed five (5) feet in height and forty (40) square feet in area.
- (c) The size of one (1) face of the sign shall not exceed ninety (90) per cent of the sign structure.
- (d) The copy area of the sign shall not exceed seventy-five (75) per cent of the face of the sign.
- (e) The sign copy shall be limited to the business name, address, and/or identification logo.
- (f) Style must be consistent with the architecture of the main building and compatible with the surrounding historical structures.
- (g) Pole signs are not permitted.

**Sec. 41-2057. Preservation of existing historic signs.**

- (a) Historically significant painted wall signs shall be retained or recreated when 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.

**Sec. 41-2058. Building identification sign.**

Building identification signs shall comply with the following standards:

- (a) 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.

- (b) 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.
- (c) Building identification signs shall not be lit.
- (d) Building identification signs may be made of non-illuminated individual letters applied to the building face, may be engraved into the building's material, or may be low-relief.

**Sec. 41-2059. Building directory sign.**

A directory sign identifying businesses above the ground level shall comply with the following standard:

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

**Sec. 41-2060. Service entry wall sign.**

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

**Sec. 41-2061. Special sale signs.**

Temporary signs announcing special sales in shall comply with the following standards:

- (a) This type of sign is only allowed the downtown zone.
- (b) No more than two (2) temporary signs per business are permitted.
- (c) Each sign shall not exceed three (3) square feet individually, nor more than six (6) square feet collectively.
- (d) Such signs must be confined to lower corners of windows.
- (e) Such signs may be posted for no more than fourteen (14) days during any ninety-day period.

**Sec. 41-2062. Credit card and trading stamp signs.**

Signs announcing credit card acceptance 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. 41-2063. Construction Signs.**

Signs pertaining to construction activity shall comply with the following standards:

- (1) The sign face shall not exceed sixteen (16) square feet in size.
- (2) The signs shall not be placed more than eight (8) feet in height when freestanding or attached to a fence and shall not be placed above the first floor when affixed to a building wall.
- (3) Signs must be removed within thirty (30) days after issuance of an occupancy permit for the building.

**Sec 41-2064. Window Signs**



Signs painted directly on the window surface, including showcase and glass-paned doors, shall comply with the following standards:

- (a) 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.
- (b) 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.
- (c) Window signage is allowed for ground floor and second floor tenants only, with windows facing street frontage.
- (d) 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.
- (e) For windows above the first floor, window signs shall consist of individually painted letters, gold leaf letters or neon as specified below.
- (f) 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 only to frame the sign but must be contained within the allowable sign area.

**TRANSIT ZONING CODE : Table 2 - Permitted Sign Placement**

The diagrams below identify the allowed sign types and requirements by the various conditions of frontage, as allowed by the zone in which the parcel is located.

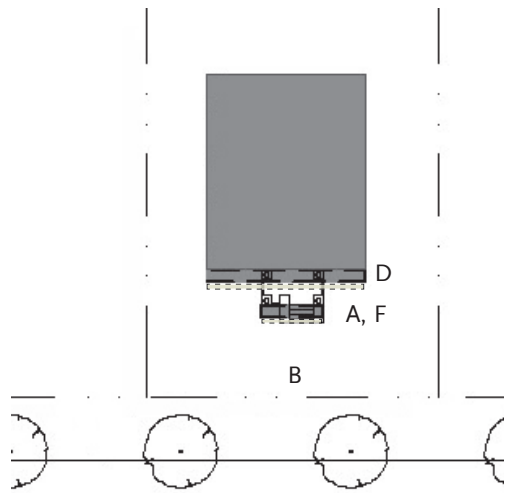
**KEY**

	Building
	Allowed sign location subject to Table 5C
Y	Allowed
--	Not Allowed

**FRONTYARD/PORCH FRONTAGE**

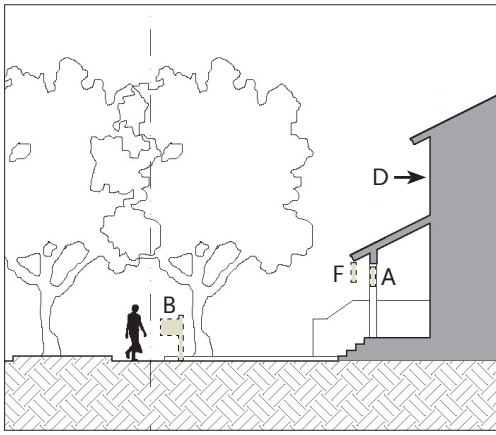


Illustrative Photo: Yard/Porch Sign shown



Illustrative Plan Diagram: Allowed Placement

Note: Corner Lots are allowed for one the following signs: D, or F



Illustrative Section Diagram: Allowed Placement Subject to the requirements in Table 5c

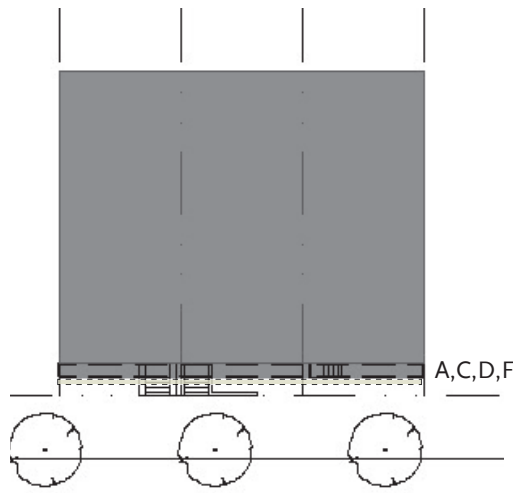
**1. Placement Requirements**

Sign Type	Allowed
(A) Yard/Porch	Y
(B) Freestanding	Y
(C) Projecting	--
(D) Wall/Mounted	Y
(E) Awning	--
(F) Awning/Valence	Y
(G) Marquee	--
(H) Alley/Passage	--

**STOOP FRONTAGE**

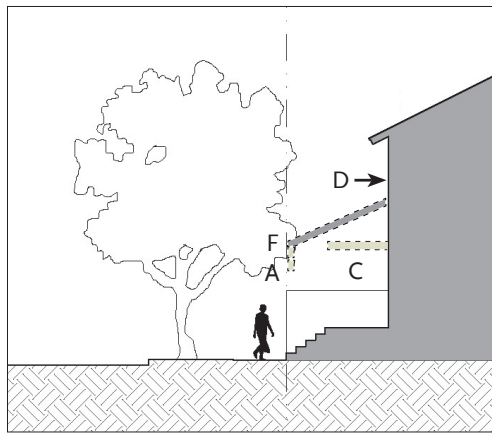


Illustrative Photo: Projecting Sign shown



Illustrative Plan Diagram: Allowed Placement

Note: Corner Lots are allowed one for the following signs: C, D, or F



Illustrative Section Diagram: Allowed Placement Subject to the requirements in Table 5c

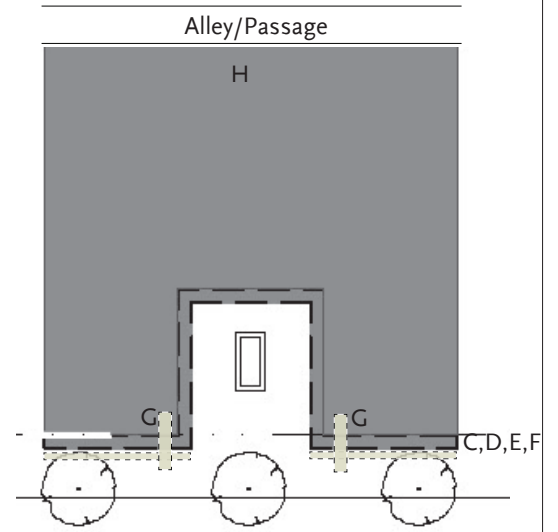
**1. Placement Requirements**

Sign Type	Allowed
(A) Yard/Porch	Y
(B) Freestanding	--
(C) Projecting	Y
(D) Wall/Mounted	Y
(E) Awning	--
(F) Awning/Valence	Y
(G) Marquee	--
(H) Alley/Passage	--

**FORECOURT FRONTAGE**

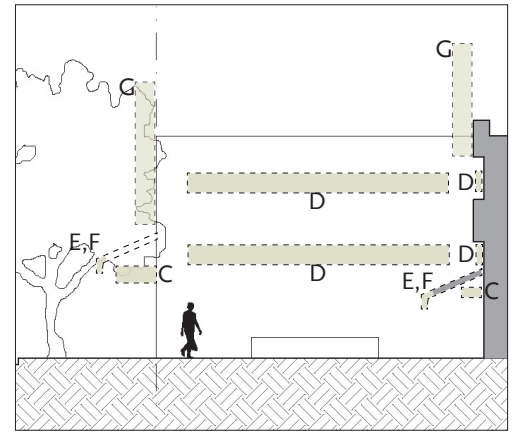


Illustrative Photo: Projecting Sign and Window Sign shown



Illustrative Plan Diagram: Allowed Placement

Note: Corner Lots are allowed for the following signs: C, D, and E or F



Illustrative Section Diagram: Allowed Placement Subject to the requirements in Table 5c

**1. Placement Requirements**

Sign Type	Allowed
(A) Yard/Porch	--
(B) Freestanding	--
(C) Projecting	Y
(D) Wall/Mounted	Y
(E) Awning	Y
(F) Awning/Valence	Y
(G) Marquee	Y
(H) Alley/Passage	Y



SHOPFRONT FRONTAGE



Illustrative Photo: Projecting Sign Shown

GALLERY FRONTAGE

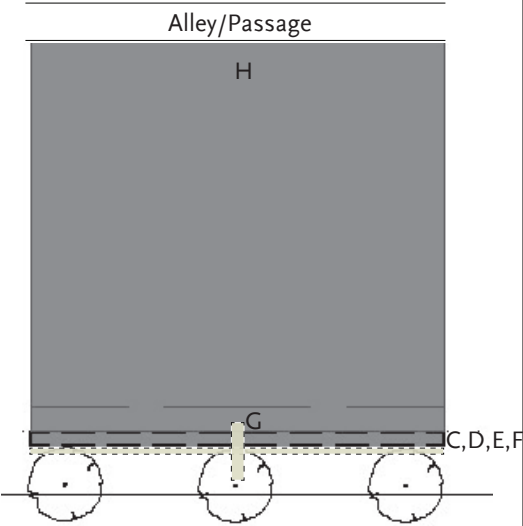


Illustrative Photo: Projecting Sign Shown

ARCADE FRONTAGE

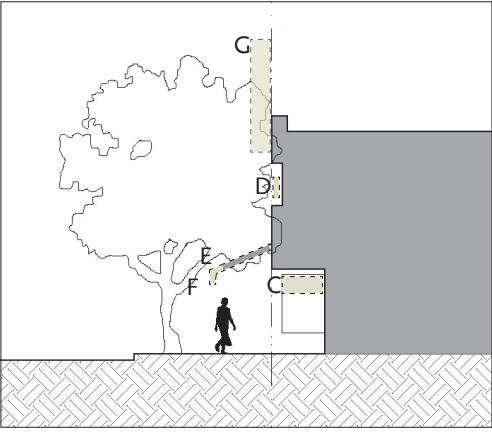


Illustrative Photo: Projecting Sign Shown



Illustrative Plan Diagram: Allowed Placement

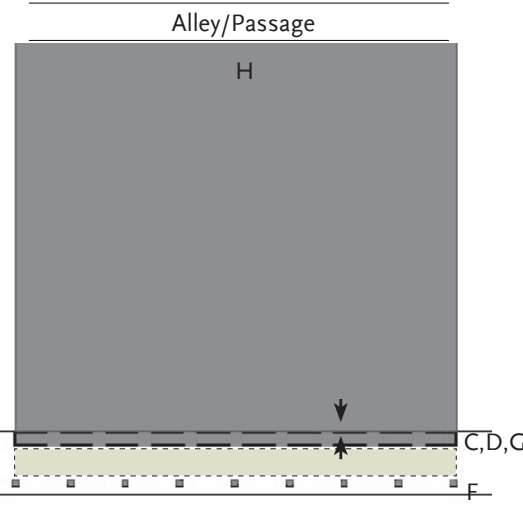
Note: Corner Lots are allowed for the following signs: C, D, and E or F



Illustrative Section Diagram: Allowed Placement Subject to the requirements in Table 5c

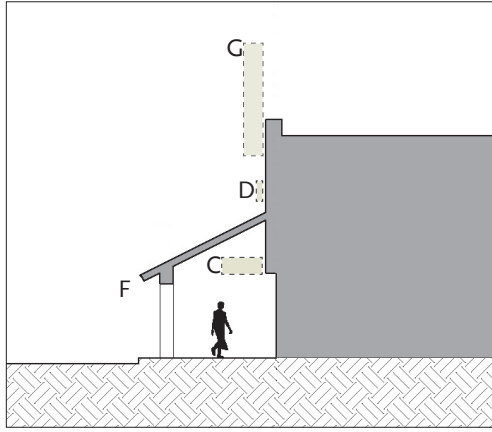
1. Placement Requirements

Sign Type	Allowed
(A) Yard/Porch	--
(B) Freestanding	--
(C) Projecting	Y
(D) Wall/Mounted	Y
(E) Awning	Y
(F) Awning/Valence	Y
(G) Marquee	Y
(H) Alley/Passage	Y



Illustrative Plan Diagram: Allowed Placement

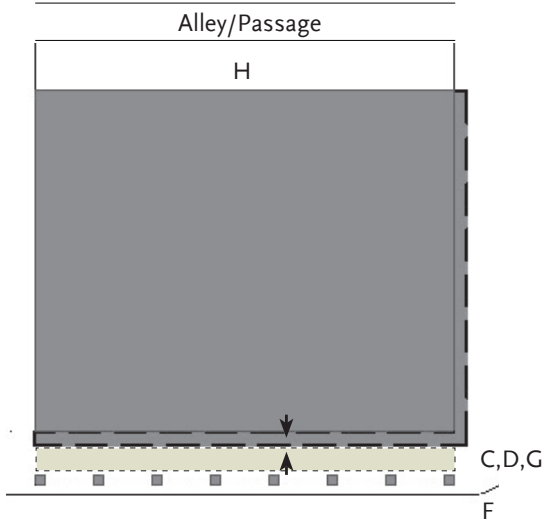
Note: Corner Lots are allowed for the following signs: C, D, F



Illustrative Section Diagram: Allowed Placement Subject to the requirements in Table 5c

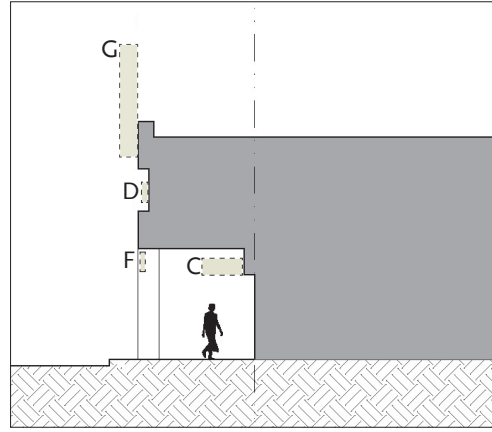
1. Placement Requirements

Sign Type	Allowed
(A) Yard/Porch	--
(B) Freestanding	--
(C) Projecting	Y
(D) Wall/Mounted	Y
(E) Awning	--
(F) Awning/Valence	Y
(G) Marquee	Y
(H) Alley/Passage	Y



Illustrative Plan Diagram: Allowed Placement

Note: Corner Lots are allowed for the following signs: C, D, F



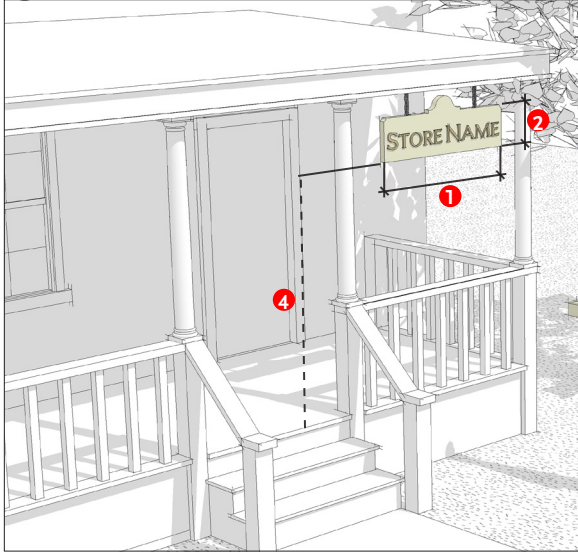
Illustrative Section Diagram: Allowed Placement Subject to the requirements in Table 5c

1. Placement Requirements

Sign Type	Allowed
(A) Yard/Porch	--
(B) Freestanding	--
(C) Projecting	Y
(D) Wall/Mounted	Y
(E) Awning	--
(F) Awning/Valence	Y
(G) Marquee	Y
(H) Alley/Passage	Y

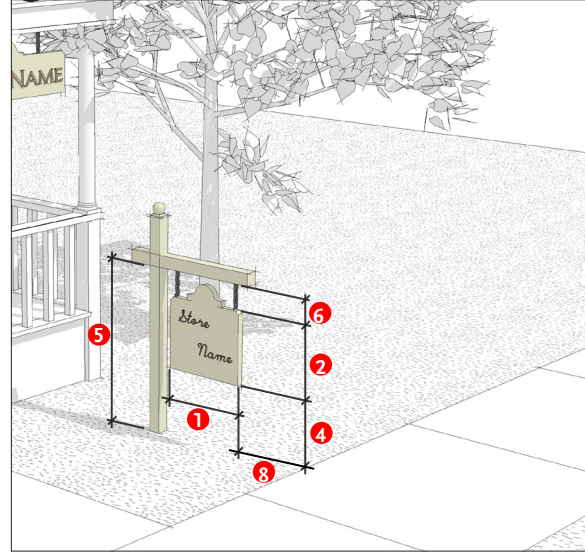
The following diagrams illustrate the key characteristics and requirements for the allowed sign types in the Plan area.

**A** Yard/ porch



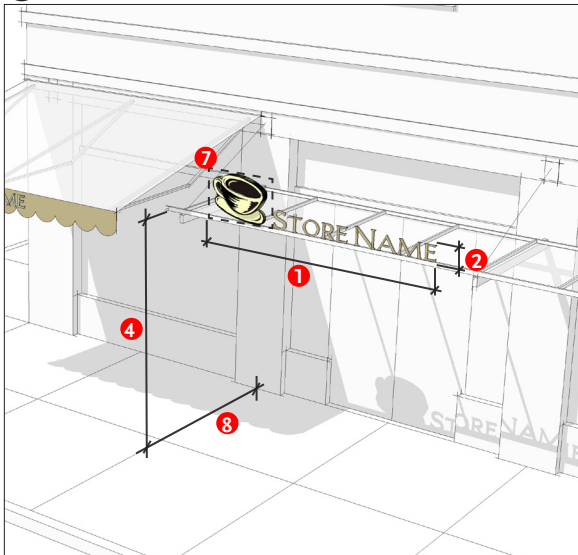
**Yard/porch:** A pedestrian-oriented sign that is attached to the porch and hangs or is otherwise suspended between columns supporting the porch roof. The sign is prominent within a bay created by the porch columns without obstructing view from inside the building or from the porch.

**B** Freestanding



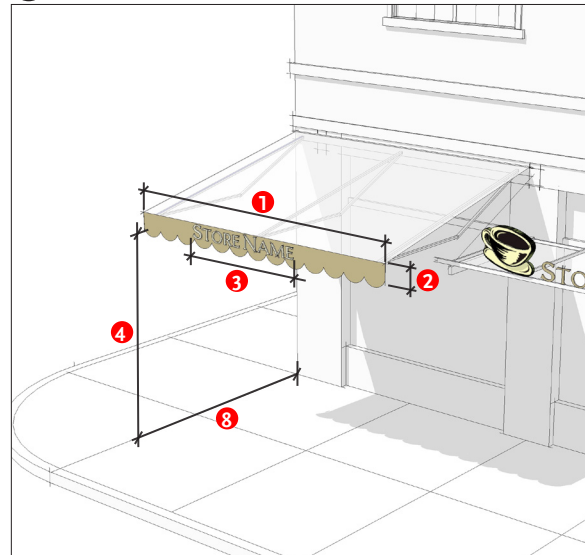
**Freestanding:** A pedestrian-oriented sign that is located within the front yard and projects or hangs from a post not to exceed 5 feet in height.

**E** Awning (Top-Mounted)

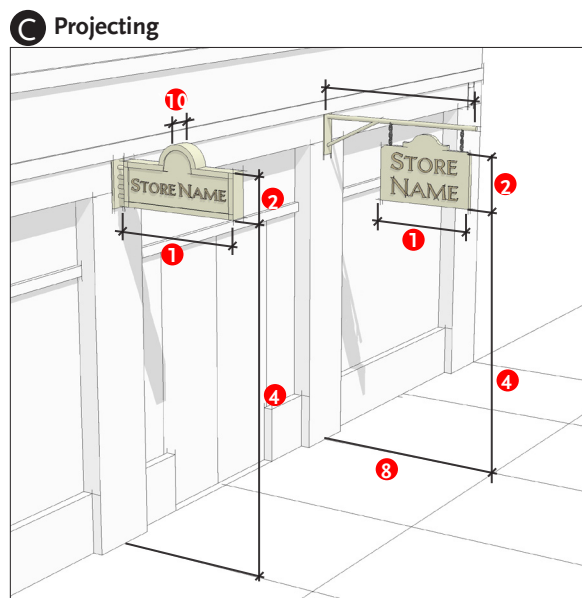


**Awning (top mounted):** A pedestrian-oriented sign that is mounted on top of a horizontal awning parallel to the sidewalk.

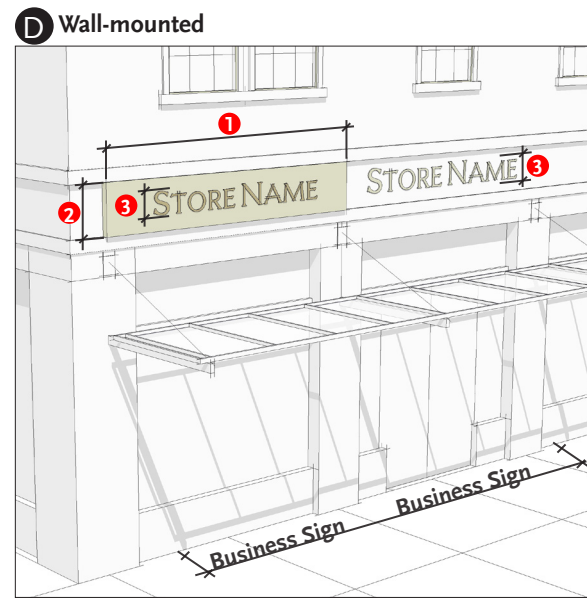
**F** Awning/ Valence



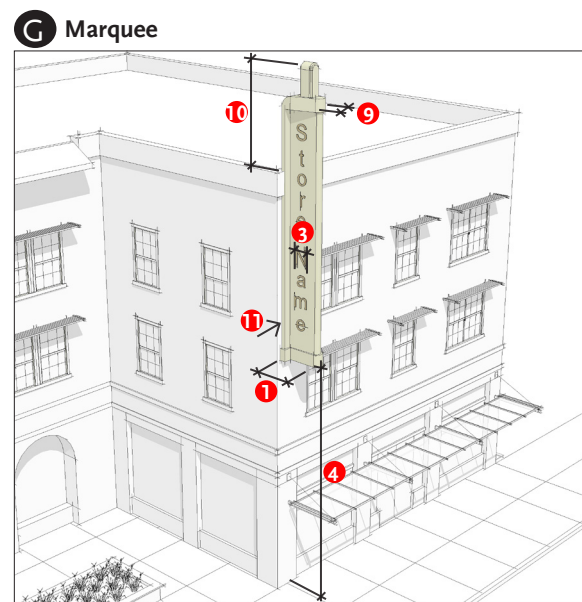
**Awning /valence:** A pedestrian-oriented sign that is applied directly to the awning's valence either through fabric or other acceptable material/paint.



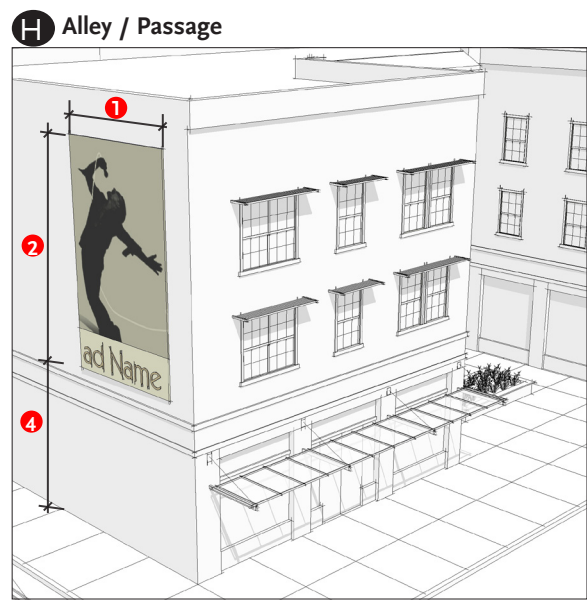
**Projecting:** A pedestrian-oriented sign that is mounted near or at the sidewalk, perpendicular to the building so that the sign is viewed from the sidewalk.



**Wall:** A sign that is mounted directly to or painted within the sign band, lintel or other allowed location on the shopfront so that the sign is viewed by both pedestrian and motorist.



**Marquee:** A sign that projects from the façade to express a figural design and message to motorists and pedestrians.



**Alley/Passage:** A sign that is mounted to or painted on facades fronting an alley or passage.

		TABLE 3 REQUIREMENTS BY SIGN TYPE							
KEY		A	B	C	D	E	F	G	H
		Yard/ porch	Freestanding	Projecting	Wall	Awning / Valence	Awning	Marquee	Alley/Passage
1	Sign Face Width	36" max	36" max	48" max	75% width of storefront	20' max [1]	20' max [1]	6' max [2]	200' max
2	Sign Face Height	24" max	24" max	16" max	18"min -36"max	18" max	18" max	-	50' max
3	Sign Copy Area	5 sq. ft per side (2 sides)	8 sq. ft per side (2 sides)	5 sq. ft per side (2 sides)	24" max, up to 1 sq ft per linear ft of store frontage	24" max, up to 1 sq ft per linear ft of store frontage	Max 50% of '1'	Max 75% of '1'	Max 75% of '1'
4	Clear from Sidewalk	8' min	12" min	8' min	-	8' min	8' min	12' min	3' min
5	Clear from Grade	-	5' max	-	-	-	-	-	-
6	Space	-	12" max	-	-	-	-	-	-
7	Feature/logo	max 20% of '3'	max 20% of '3'	max 20% of '3'	max 20% of '3'	max 6 sq ft	max 50% of '1'	max 75% of '1'	Murals Allowed
8	Distance from Sidewalk or Curb	-	4' min from sidewalk	within 2' of curb	-	within 2' of curb	within 2' of curb	-	-
9	Thickness	-	-	24" max	-	-	-	24" max	0 [3]
10	Extension above roofline	-	-	-	-	-	-	10' max	-
11	Alignment	-	-	-	-	-	-	may align with corner or be placed anywhere on wall	-
Signs Per Building		1 max	1 max	1 per business with a storefront	1 per business with a storefront	1 per awning	1 per awning	1 max	2 max for building with frontage along alley or passage

Key  
 -- Standard not applicable  
 [1] within storefront bay;  
 [2] to within 2' of curb  
 [3] May encroach up to 6 inches, when the bottom of the sign is at least 18 feet above the curb