

## Exempt Sign Size Regulations

Code Section	Subject	Zoning District	Size	Height	Quantity	Location	Other
22.70.030 B.3.	Temporary Construction	1 & 2 Family Residential	6 sf	6'	1		
22.70.030 B.3.	Temporary Construction	All Other Zones	24 sf	6'	1		
22.70.020 E.; 22.70.030 B.5.	Balloons	All	18 inches	Lower of 15' or building roof ridgeline.	12		
22.70.030 B.6.	Noncommercial	Residential	6 sf/lot				
22.70.030 B.6.	Noncommercial	Nonresidential	24 sf/lot				
22.70.030 B.7.	Temporary Real Estate	Residential	4 sf	6'	1 sign per street frontage.		May be double-faced
22.70.030 B.7.	Temporary Real Estate	Nonresidential	12 sf	6'	1		
22.70.030 B.9.	No Trespassing	All	1 sf			Corner, Entrance, 50' Intervals	
22.70.030 B.10.	Residential Identification	Residential	1 sf				
22.70.030 B.11.	Parking Lot or Private Traffic Directional	All	2 sf		3 max per lot or 1 per entrance		
22.70.030 B.12.	Informational Commercial	Nonresidential	1 ½ sf each or 5 sf total; Neon/LED 12" high "Open" sign with 6" letter height		No direct limit, overall square footage restricted	Not allowed in El Pueblo Viejo unless 10' back within interior spaces.	Neon/LED "open" signs 1 per business

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22.70.030 B.14.	Civic Events	All	24 sf		1 per lot		No banners. Temporary only, 5 days max out of 30 day period.
22.70.030 B.15.a.	On-Site Temporary Open House	All	3 sf	4'	1 per street frontage	Open house signs shall not be fastened or attached in any way to a building façade or architectural element.	May be double-faced. Open house signs shall be erected and removed on the day the open house is held.
22.70.030 B.15.b.	Off-Site Temporary Open House	All	3 sf	3'	5	Public right of way.	Locational safety restrictions of right of way signs. Same day only.
22.70.030 B.17.	Holiday Flags	All	8' in largest dimension	25'	1 pole, 2 flags per parcel		Temporary to honor holidays
22.70.030 B.18.	Official Flags	All	8' in largest dimension	25'	1 pole, 2 flags per parcel		Includes corporate and religious flags
22.70.030 B.19.	New Business Announcements	All	Larger of 10 sf or 25% of window area				No banners. 30 days before and after business opening, max of 45 days
22.70.030 B.20.	Temporary Window	All	Larger of 4 sf or 15% of window area; if 25' from right of way, 25% of window area.				30 consecutive days max, 60 days per calendar year. No lighting.

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22.70.030 B.23.	Pricing Sign (menu)	All	18" x 24"			Wall or window	¾" lettering.
22.70.030 B.26.	Digital Gas Pump	All	26" diagonal			Face of pump, not stand-alone. Not within 25' of residential zoned property	

## General Requirements Regulations

Code Section	Subject	Zoning District	Size	Height	Quantity	Location	Other
22.70.030 D.1.	Public Property	All					Prohibited, except off-site open house signs
22.70.030 D.2.	Churches, Schools, Public and Semi-Public Facilities	All	18 sf, 3" max lettering except for name of premises. Must comply with other applicable requirements.		1 on-site		No internal lighting in residential zones
22.70.030 D.4.	Accessory Signs	All	25% of total building signage on each façade.				A separate unit displaying information related to the principal business conducted on the premises, which is not attached to or supported by any other sign, and not made a part thereof.
22.70.030 D.5.	Temporary Window	All	Permit required if larger than the greater of 4 sf or 15% of window area				
22.70.030 D.8.	Second Story	All		No sign higher than 5'6" above second floor line			

## General Requirements Regulations

Code Section	Subject	Zoning District	Size	Height	Quantity	Location	Other
22.70.030 D.9.	Ground Signs	All					Require Traffic Engineer approval.
22.70.030 D.10.	Non-Temporary Window	Nonresidential	No more than 25% of window area on the facade				
22.70.030 D.11.	Wall Signs	All	No greater than 2/3 the height of windows on adjacent stories or major architectural details. A wall sign placed between windows on adjacent stories shall not exceed two-thirds (2/3) the height of the space between said windows.			Corner, Entrance, 50' Intervals.	
22.70.030 D.12.	Projecting Signs	All		Must clear sidewalk by at least 7'		Cannot project more than 4' into right of way.	Not allowed on second story unless separate street or parking lot entrance.
22.70.030 D.13.	Time or Temperature	Nonresidential			1 per block		Only logos may be added
22.70.030 D.16.	Lettering Size	All	12" unless otherwise stated or "inconsistent		No direct limit, overall square footage restricted		

## General Requirements Regulations

Code Section	Subject	Zoning District	Size	Height	Quantity	Location	Other
			with building size, architecture and setback”				
22.70.030 D.17.	Ground Signs	All				Ground signs in excess of 6 sf must be 75’ apart	
22.70.030 D.18.	El Pueblo Viejo	All				Immediately adjacent to EPV	Subject to EPV regulations

## Sign Standards Regulations

Code Section	Subject	Zoning District	Size	Height	Quantity	Location	Other
22.70.040 A.1.a.	Residential Uses: Apartments and Condominium Identification	All	10 sf if less than 25 units; 25 sf if larger than 25 units				No internal lighting. Note gap for 25.0 units
22.70.040 A.1.b.	Residential Uses: Neighborhood or Subdivision Identification	All	24 sf				No internal lighting
22.70.040 A.2.	Office Uses	All	Aggregate sign limit of the lower of $\frac{1}{2}$ sf per linear foot of frontage or 20 sf			Collective directory signs allowed at each public entrance.	Office complex with “group identity” shall submit a sign program for all signs proposed. Must be in leases.
22.70.040 A.3.a	Individual Commercial and Industrial Uses (including hotels and motels)	All	Dominant frontage up to 100': Lower of 65 sf or 1 sf per linear foot of frontage. Dominant frontage over 100': Lower of 90 sf or $\frac{3}{4}$ sf per linear foot of frontage.				
22.70.040 A.3.b	Multi-tenant Commercial and Industrial Uses		Lower of 75 sf or 1 sf per linear foot of complex frontage.				
22.70.040 B.1.a.	El Pueblo Viejo	All					See Attached Text

## SBMC 22.070.040

B. EL PUEBLO VIEJO LANDMARK DISTRICT. Signs in El Pueblo Viejo Landmark District (EPV) shall contribute to the retention or restoration of the historical character of the area. In addition to the other standards and restrictions in this Chapter, signs in EPV shall comply with the following:

1. Colors shall be consistent with the Hispanic styles specified in Chapter 22.22.
2. The typeface used on all signs in EPV shall be consistent with the Hispanic styles specified in Chapter 22.22, except that where the business logo or trademark uses a particular typeface, it may be used.
3. Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way.
4. No internally illuminated signs, except back-lit signs, are allowed. Traditional materials and methods are to be used as defined in Section 22.22.104 and described in Subsection 5 below. Internally illuminated projecting cabinet signs are prohibited.
5. The choice of materials is left to the discretion of the applicant, subject to the approval of the Sign Committee; however, the following materials and/or methods are acceptable and desirable:
  - a. Sign face, supports, and standards made of resawn or rough sawn wood and/or wrought iron with painted or stained backgrounds and lettering.
  - b. Sign face, supports, and standards made of smooth wood trimmed with moldings of historically based design and lettering.
  - c. Signs painted directly on the face of the building.
  - d. Projecting signs.
  - e. Use of wood cutouts, wrought iron, or other metal silhouettes further identifying the business.
  - f. Glass.
  - g. Lighting standards and style typical of the building's architecture and period.
  - h. Flush or inset mounted signs of tile or stone.
6. The following materials and details are not acceptable:
  - a. Contemporary finish materials such as plastics, aluminum, and stainless steel.
  - b. Imitation wood or imitation marble.
  - c. Fluorescent paint.
  - d. Spot lights, neon tubing, and exposed electrical conduits on the exterior of any building or structure.
  - e. Neon tubing, light rope, or similar illuminated displays located within ten (10) feet of any window (except "open" signs as provided in Section 22.70.030.B.12 and "no vacancy" signs as provided in subparagraph 7 below).
7. For hotels and motels in the El Pueblo Viejo Landmark District (EPV), a single neon "No Vacancy" sign shall be allowed if the following conditions are met:
  - a. Only one (1) double-faced neon "No Vacancy" sign per property or business.
  - b. Letter size to be three (3) inches maximum height.
  - c. Tube size to be twelve (12) mm. maximum diameter.
  - d. Neon color to be clear red.
8. Landscaping:
  - a. Landscaping in EPV shall conform to the El Pueblo Viejo Guidelines' list of preferred plants.
  - b. Low shrubs or dense ground cover is required to conceal non-decorative lighting fixtures.
  - c. Irrigation plans shall be included where applicable.



Sign Ordinance Review Committee Content-Neutral Standards Worksheet

Land Use Type	Key Issues	Size	Location	On/Off-Premise	Quantity	Height	Timing	Duration	Lighting	Moving Copy	Digital & Electronic
One & Two Family Residential											
Multi-family Residential											
Office											
Commercial											
Industrial											
El Pueblo Viejo											

Sign Ordinance Review Committee Content-Neutral Standards Worksheet

Land Use Type	Key Issues	Size	Location	On/Off-Premise	Quantity	Height	Timing	Duration	Lighting	Moving Copy	Digital & Electronic
Government											
Other Criteria											