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APPROVED AND ADOPTED this ____ day of _____, 2005

ALBERT M VERA, Mayor
City of Culver City California

ATTEST

APPROVED AS TO FORM

CHRISTOPHER ARMENTA, City Clerk

CAROL A SCHWAB, City Attorney

Signs

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Chapter 17 330- SIGNS

Sections

- 17 330 005 Purpose
- 17 330 010 Applicability
- 17 330 015 Definitions
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17 330 005 - Purpose

The purposes of this Chapter are to

- A** To create a framework for a comprehensive, balanced system of signs that is aesthetically pleasing, compatible with its environment, and an enhancement to business opportunities in Culver City
- B** To allow the display of signs that are appropriate to the type of activity to which they pertain, are legible under the circumstances they are seen and are expressive of the identification and advertising needs of business proprietors and the real estate needs of property owners
- C** To avoid traffic safety hazards to motorists bicyclists and pedestrians caused by visual distractions and obstructions

17 330 010 - Applicability

- A Signs Regulated** The sign standards provided in this chapter shall apply to all signs in all zoning districts Only signs authorized by this chapter shall be allowed
- B Applicability to Sign Content** The provisions of this Chapter do not regulate the message content of signs (sign copy), regardless of whether the message content is commercial or non commercial
- C Definitions** Definitions of specific types of signs and other terms used in this chapter are contained in Section 17 330 015

17 330 015 - Definitions

Architectural Feature A soffit column wing wall, canopy roof eave balcony and any other similar element that does not create an interior floor space

Awning A permanent or temporary structure attached to and wholly supported by a wall of a building and installed over and partially in front of doors, windows or other openings in a building and consisting of a frame and a top of canvas or other similar material covering the entire space enclosed between the frame

Background Canopy Area The outer surface area of a canopy that is reasonably visible to public view

Background Wall Area The largest rectangular opaque portion of each wall segment within which wall signs are displayed

Backlit Characters That method of sign illumination achieved by concealing the light source between the three dimensional opaque letters numbers or other characters of a sign and the solid surface of a building or structure on which the sign characters are mounted that result in the night time perception of a halo around the silhouette of each sign character

Business Frontage The portion of a building occupied by a single business tenant and fronts on a public street faces a courtyard, pedestrian corridor or walkway parking lot or alley

Cabinet Sign A sign that contains all the text and/or logo symbols within a single enclosed cabinet and which may or may not be illuminated

Canopy Depth The maximum perpendicular distance that a canopy projects away from the building wall to which it is attached

Canopy, Nonstructural See Awning

Canopy Sign A sign displayed on an awning or a canopy

Canopy, Structural An architectural feature that

- A Projects from and is totally supported by the exterior wall of a building
- B Provides protection from the elements to pedestrians below or to occupants within the building
- C Is usually positioned above a window or a door
- D Is permanent in that it is not retractable and cannot be removed from the building without altering the building structure

Canopy Width The maximum parallel distance that a canopy extends across the building wall to which it is attached

Changeable Copy Sign A sign with a message comprised of letters numbers or other characters that are manually or mechanically changed to display different messages

Construction Sign A temporary sign that identifies the names addresses and telephone numbers of parties directly involved in the business occupancy construction design or financing of pending or in progress physical improvements to the premises

Corporate Flag Sign A wind activated flag with a message that is an inherently distinctive logo or trademark for a business

Decorative Banner and Flag A festive permanent graphic display that is made of durable cloth plastic or similar non-rigid material and that either displays no message or displays only a predominately pictorial message that does not directly identify or advertise a business on the premises

Directional Sign A sign that identifies to motorists or pedestrians an entry or exit point to or from an adjacent public right-of way or to or from various points of passage on or within private property

Electronic Message Sign A sign with a message comprised of letters, numbers, or other characters that are electronically changed to display different messages

Event Sign A sign that identifies, advertises or promotes a special or temporary event

False Mansard A sloped wall segment that is above or projects down and away from a vertical wall of a building and that is not a building roof as defined by the Uniform Building Code

Freestanding Sign A sign that is displayed on and is totally supported by one or more support elements that are on the ground with no part of the sign attached to a building or similar structure

Holiday Sign A temporary sign or display that is placed in remembrance or celebration of any recognized religious local State or Federal holiday

Institutional Flag A wind activated flag with a message that is an inherently distinctive symbol for a particular government jurisdiction

New Business Sign A temporary sign that displays only the name of a new business or a change in the name of an existing business

Nonconforming Sign Any sign that does not comply with this Chapter

Off-site Sign Any sign with a message that does not relate directly to an active use of the premises on which it is displayed

On-site Sign Any sign with a message that relates directly to an active use of the premises on which it is displayed

Parapet Wall Sign A wall sign that is located below the top of the parapet line of a building and above the top of the window line of the highest story of the building, and including a sign on a false mansard

Public Information A message of potential interest to the general public as a whole that includes no business identification, advertising, or promotional information (e g , time and temperature information)

Public Information Sign A sign that displays only a public information message

Real Estate Sign A sign that indicates the availability of land or buildings for sale lease rent or other permanent or temporary disposition

Sign Any emblem icon insignia logo replica symbol or trademark that displays a message in lettered written numbered pictorial or any other visually perceptible form and including the support elements distinct background area and decorative embellishments thereof Does not include murals paintings or other works of art that are not intended to advertise or identify any business or product

Sign Copy All portions of a sign that display a message

Sign Face Area The area of a sign that includes copy and distinct background surfaces

Special Event A duly licensed and approved activity of limited duration that is not directly related to an established business on the premises where the event is held such as a carnival or Christmas tree sales on a vacant or unused lot or a fundraising activity of a nonprofit organization held on the improved premises of an established business

Support Element The structural portion of a sign that secures it to the ground, a building or to another structure

Temporary Banner Sign A sign that is made of durable cloth, plastic or similar non rigid material that displays business identification advertising or promotional message and that is displayed only for a short period of time as regulated in this Chapter

Temporary Event A duly licensed and approved activity of limited duration that is directly related to an established business on the premises where the event is held, such as the outdoor sales of Christmas trees by a supermarket or a weekend festive promotion for a business that is staged outdoors and that provides complimentary food music entertainment or similar attractions to entice public attendance or participation

Theater Marquee Sign A sign attached to or made an integral part of the structural canopy of a theater

Vertical Clearance The distance from the bottom of a sign but not including the support elements of a freestanding sign, to the average finished grade below or to the grade of the nearest point of an adjoining public right of way with a higher elevation if within 5 feet thereof

Wall Sign A sign that is displayed on, or is attached to an exterior wall of a building or structure

Window Sign A permanent or temporary sign that is displayed on the surface of any glass or glazed material or that is displayed inside and close enough to a window to be reasonably visible from outside the window

17 330 020 – Sign Standards by Zoning District

Only the signs and sign area authorized by this Section shall be allowed unless otherwise expressly provided in section 17 330 025 (Standards for Specific Types of Signs)

A Residential Zones

- 1 **Permanent identification sign** One permanent identification wall or freestanding sign not to exceed 32 square feet in area for multi family residential developments of four or more units displaying only the name and address of the integrated multiple residential development shall be allowed for each 400 feet of lineal street frontage on which the development has access provided that
 - a **Sign proximity** The minimum distance between each identification sign shall be 200 feet
 - b **Maximum height** The maximum height of any freestanding sign shall not exceed 5 feet
 - c **Minimum setback** The minimum setback for any freestanding sign shall be 10 feet from every adjoining lot line and 5 feet from every street facing lot line
 - d **Attachment** Any wall sign shall be attached to and parallel with the front wall of the building and the street
 - e **Accessories prohibited** No other object placed to attract additional attention shall be attached to any identification sign or placed anywhere on the lot
 - f **Materials** The style, color materials, texture, and exterior finish of any identification sign shall be closely compatible with the exterior building materials used on-site
- 2 **Permanent information sign** One unlighted permanent information freestanding sign in addition to each permanent identification sign, not to exceed 32 square feet in the area for multi-family residential developments of four or more units identifying the residential development and providing sales, rental, or lease information and meeting the following standards
 - a **Sign proximity** The sign shall be placed within a 100 foot radius of the corresponding permanent identification sign(s)
 - b **Maximum height** The maximum height of the sign including its support shall not exceed 5 feet
 - c **Minimum setback** The minimum setback for any freestanding sign shall be ten feet from every adjoining lot line and 5 feet from every street facing lot line
 - d **Accessories prohibited** No other object placed to attract additional attention shall be attached to any information sign or placed anywhere on the lot
 - e **Materials** The style, color materials texture and exterior finish of any information freestanding sign and its support elements shall be closely compatible with the exterior building materials used on site

3 Identification signs for nonresidential uses in residential zones

- a Permanent identification signs** One unlighted permanent identification sign per lot not to exceed 8 square feet in area in the R1, R2 and R3 Zones and not to exceed 32 square feet in area in the RLD RMD and RHD Zones attached to and parallel with the front wall of the building and the street displaying only the name of the facility shall be allowed in every residential zone subject to the following standards
- i Materials** The style color materials texture and exterior finish of any identification sign shall be closely compatible with the exterior building materials used on site
 - ii Accessories prohibited** No other object placed to attract additional attention shall be attached to the sign or placed anywhere on the lot
- b Freestanding signs** If more than one building or structure exists on the lot or if the lot exceeds 200 feet of lineal street frontage one freestanding sign in place of the wall sign allowed under Section 17 330 020 A 3 a above shall be allowed in every residential zone, subject to the following standards
- i Maximum height** The maximum height of the freestanding sign including its support shall not exceed 5 feet When walls or hedges which conform to applicable Culver City Municipal Code regulations are on a front lot line, the freestanding sign shall be placed so that its bottom edge is no more than 12 inches above the wall or hedge
 - ii Minimum setback** The minimum setback for any freestanding sign shall be 10 feet from every adjoining lot line and 5 feet from every street facing lot line
 - iii Materials** The style color materials, texture and exterior finish of any identification freestanding sign and its support elements shall be closely compatible with the exterior building materials used on site
 - iv Accessories prohibited** No other object placed to attract additional attention shall be attached to the sign or placed anywhere on the lot

B Nonresidential Zones Table 3 5 identifies the types of signs allowed in non-residential zoning districts

TABLE 3-5
SIGN STANDARDS FOR NON RESIDENTIAL ZONING DISTRICTS

Sign Type (1)	Maximum Sign Area	Maximum Sign Height	Maximum Number of Signs	Location	Additional Requirements
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Freestanding Signs	50 sf of sign area per face 100 sf maximum for all freestanding sign faces	20 ft maximum for first freestanding sign allowed 6 ft maximum for all additional freestanding signs allowed	1 per site provided that the site has a minimum of 100 ft of frontage on one street 1 additional freestanding sign allowed for each additional 200 sf of street frontage for a site up to a maximum of 5 freestanding signs	Setback 2 ft from street facing property lines and 25 ft from interior property lines Setback at least 50ft from other freestanding signs along the same frontage Set at least 75 ft from the boundary of any residentially zoned property	See Section 17 330 025 for Standards for Specific Types of Signs
Wall Signs	25 sf or 1 1/2 sf of sign area per linear foot of business frontage up to a maximum of 200 sf per business frontage Wall sign area shall not exceed 40% of the background wall area on which the sign is placed whichever is more	For background wall area more than 4 ft in height 1 ft below edge of roof For background wall area up to 4 ft in height at least 6 inches below edge of roof	Limited by area and location not by number	Affixed to a wall Shall not cover doors windows or architectural features	See Section 17 330 025 for Standards for Specific Types of Signs
Parapet Wall Signs	Buildings up to 3 stories Sign area is included in the total allowed for wall signs Buildings 4 stories or more Not limited in sign area	For background wall area more than 4 ft in height 1 ft below edge of roof For background wall area up to 4 ft in height at least 6 inches below edge of roof	2 stories or less limited by area and location not by number 3 stories or more maximum of 2 parapet signs per building on opposite not adjoining parapets	Shall not cover any architectural features	See Section 17 330 025 for Standards for Specific Types of Signs

*Table continues on next page***Notes**

(1) See Figure 3 10 for illustration of sign types

TABLE 3 5
SIGN STANDARDS FOR NON-RESIDENTIAL ZONING DISTRICTS

Sign Type (1)	Maximum Sign Area	Maximum Sign Height	Maximum Number of Signs	Location	Additional Requirements
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Canopy Signs	Front of canopy 1 ½ ft of sign area per linear foot of canopy width Sides of canopy 2 sf of sign area per linear foot of canopy depth Sign area is not to exceed 40% of background canopy area on which the sign is displayed. Canopy sign area shall reduce the allowable wall sign area from which the canopy projects. When mounted above or below a structural canopy 1 ½ sf of sign area per linear ft of canopy width	Limited by location not by height when on the face of the canopy	Limited by area and location not by number	May be located on any exterior surface of a canopy that is located below the third floor line of a building No part of a canopy sign displayed on the vertical or sloped surface of a canopy shall project beyond the edges of the canopy surface on which it is displayed	See Section 17 330 025 for Standards for Specific Types of Signs
Window Signs	Shall not occupy more than 25% of the total window area	Limited by location not by height	Limited by area, not by number	May be placed on first and second floor windows only	See Section 17 330 025 for Standards for Specific Types of Signs
Directional Signs	4 sf per sign face The area of a directional sign shall be in addition to other allowable sign area for a business or site except if displayed as a window sign it shall be subject to the sign face area limits for window signs	The height of a directional sign shall be subject to the height limits for the physical type of sign it is (e.g. wall sign) except that the height of freestanding directional signs is limited to 48 inches	As approved by the Director	Placement of a directional sign shall be subject to the location limits for the physical type of sign it is (e.g. wall sign)	See Section 17 330 025 for Standards for Specific Types of Signs

Table continues on next page

Notes

(1) See Figure 3 10 for illustration of sign types

TABLE 3 5
SIGN STANDARDS FOR NON-RESIDENTIAL ZONING DISTRICTS

Sign Type (1)	Maximum Sign Area	Maximum Sign Height	Maximum Number of Signs	Location	Additional Requirements
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Signs

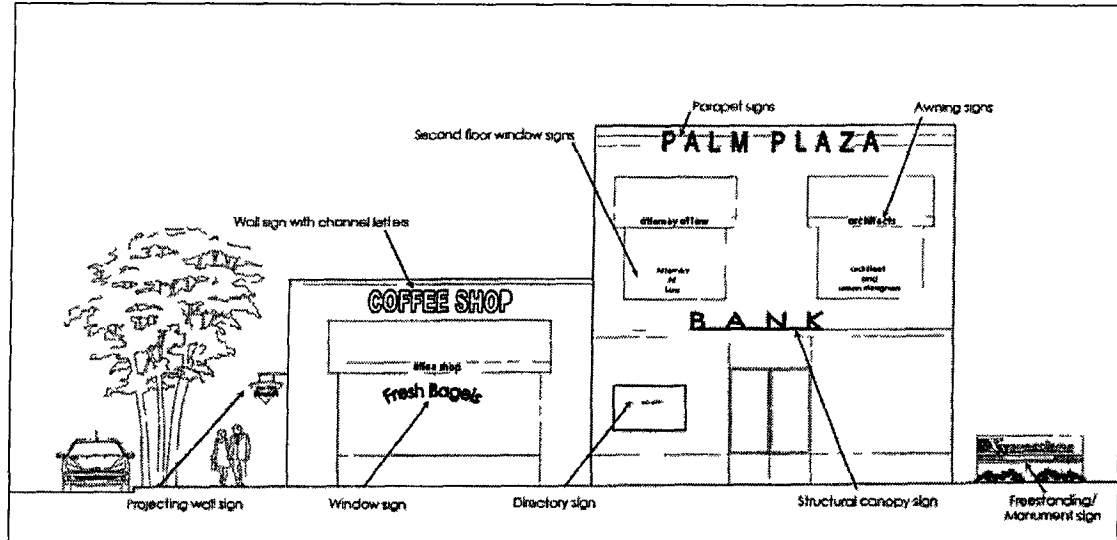
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Public Information Signs	The area of a public information sign shall be subject to the size limits for the physical type of sign it is (e g wall sign) provided that the Director may approve a public information sign in addition to other allowable sign area for a business or site if the sign is determined to be unique in terms of providing an important public service	The height of a public information sign shall be subject to the height limits for the physical type of sign it is (e g wall sign)	Limited by type and size not by number	The placement of a public information sign shall be subject to the location limits for the physical type of sign it is (e g wall sign)	See Section 17 330 025 for Standards for Specific Types of Signs
Corporate Flag Signs	4 ft by 6 ft, 24 sf	Maximum height of a corporate flag sign is determined by the allowable height of its mast or staff support element structure which is regulated by the height limits prescribed for buildings and structures in each zoning district	1 per business	The placement of a corporate flag sign shall be subject to the location limits for the physical type of sign it is (e g freestanding sign)	See Section 17 330 025 for Standards for Specific Types of Signs

Notes

(1) See Figure 3 10 for illustration of sign types

Figure 3 10
Types of Signs



17 330 025 – Standards for Specific Types of Signs

A Canopy Signs

- 1 A canopy sign may be attached above or below a structural canopy subject to the following
 - a When above or below the canopy it shall not exceed 16 inches in height 12 inches in thickness nor two thirds the length of the canopy face parallel to the sign
 - b When above the canopy it shall have no distinct background area
 - c When below the canopy it shall have a minimum 8 foot vertical clearance to finished grade below
- 2 For theater marquee signs see Subsection 17 330 025 L 2

B Changeable Copy Signs A changeable copy sign shall only be allowed for the following uses, and shall be subject to the limits for the physical type of sign it is (e g wall sign)

- 1 Vehicle fueling station price signs
- 2 Government buildings
- 3 Places of worship

Signs

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- 4 Real estate offices
- 5 Restaurant menu signs along drive through lanes or at outdoor walk up service areas only
- 6 Schools
- 7 Theater marquee signs

C Corporate Flag Signs

- 1 When displayed in a group with one or more institutional flags
 - a All rules of etiquette prescribed by law or convention for the institutional flag display including but not limited to the "over and under" and "left and right" relative positions of the flags, shall apply to the corporate flag sign display
 - b In no event shall the size or height of the corporate flag sign exceed the size or height of any institutional flag displayed in the group

D Decorative Banners and Flags Decorative banners and flags shall only be allowed if approved by a master sign program under Subsection 17 330 050 C 2**E Directional Signs**

- 1 A directional sign shall contain no brand, trade or business identification or advertising information
- 2 Deviations from the directional signs standards contained in Table 3 5 may be approved by the Director where unusual needs circumstances, or conditions exist relative to restricted visibility, the size of the property or the number of access points

F Electronic Message Signs

- 1 An electronic message sign shall be displayed only if the information displayed is predominately public information as determined by the Director
- 2 An electronic message sign shall be subject to the limitations for the physical type of sign it is (e g , wall sign)

G Freestanding Signs

- 1 **Landscaping** A freestanding sign shall be placed within a landscaped area of not less than 20 square feet The Director can approve a reduction of the size of or eliminating the planter, if necessary, to avoid creating or increasing a parking nonconformity or safety hazard
- 2 **Canister** A single sided or two sided freestanding sign shall not exceed 24 inches in thickness The side, bottom and top panel edges of the sign shall be enclosed with opaque materials that match or are compatible in appearance with the sign

- 3 **Multiple sign canisters** Multiple sign canisters on a single freestanding sign shall be compatibly configured as approved by the Director
- 4 **Sign mounting** Freestanding signs shall be mounted on one or more supports or have a solid monument type base. Posts shall not have a diameter greater than 12 inches. Supports shall be well designed, compatible and in scale with the design of the sign. All support elements shall have continuous finished appearance.
- 5 **Multiple business sign copy** The sign copy on a freestanding sign serving a multiple business building or a shopping center
 - a May include the names of individual businesses located within the building or center as well as the building or center name and street address
 - b Shall have sign copy character styles and sign copy and background colors that are compatible with one another
 - c Shall contain no more than four vertically stacked rows of individual business signs. Each row can have multiple lines of copy.
- 6 **Sign projection** A freestanding sign may project over a paved public sidewalk up to 4 feet or one-half the width of the sidewalk, whichever is less, provided that
 - a The bottom of the projecting portion of the sign has a minimum of 12 feet of vertical clearance over the sidewalk
 - b The sign has only finished sign copy faces and finished panel edges projecting over the sidewalk
 - c The minimum required area of the landscaped planter beneath or in close proximity to the sign is placed fully behind the property line, unless a public right of way landscaping encroachment permit is granted
 - d No part of the sign is closer than 18 inches to the street curb face

H Gasoline Station Signs In addition to other signs allowed by this Chapter, gasoline stations or businesses that sell motor vehicle fuel to the public shall be allowed the following signs:

1 Fuel price signs

- a One double-sided fuel price sign not exceeding 20 square feet per face shall be allowed per site
- b The fuel price sign shall be incorporated into the permanent freestanding sign for the business, if one is provided; however, the area of the fuel price sign shall not be counted towards the maximum allowable sign area for the freestanding sign
- c No information other than as required or allowed by local, State or Federal law shall be displayed on a fuel price sign

d Additional or larger fuel price signs may be approved if the applicant can show to the Director's satisfaction that this would be necessary to meet the minimum requirements established by County, State or Federal law

2 **Service island signs** May be displayed directly on the vertical face of a service island canopy and under the canopy (e.g. on support columns), provided that the total of all such temporary and permanent signs displayed shall not exceed 30 square feet for each row of pumps

I Public Information Signs

1 A public information sign shall contain no brand trade identification promotional, advertising or operational information directly related to a business

2 A public information sign required by any governmental agency shall be exempt from these restrictions

J Street Address Signs Any street address sign with letters or number up to 6 inches in height, or larger if required by the Fire Chief shall not be subject to the limits for the physical type of sign it is (e.g. wall sign)

K. Temporary Signs Temporary signs (including real estate signs) are allowed only in compliance with the standards in Table 3-6A and 3-6B For permit requirements see Section 17 330 050 (Sign Permit Requirements)

**TABLE 3 6A
STANDARDS FOR TEMPORARY SIGNS**

Sign Type	Maximum Sign Area	Maximum Sign Height	Maximum Number of Signs	Time Limit	Additional Requirements
New Business Signs	1 sf for each linear foot of business frontage up to 100 sf per business frontage	Below edge of roof	1 per business frontage	90 days or until a permanent sign is installed whichever is less	A new business sign composed of durable non rigid material may be installed over and covering the sign of the prior business it is to replace
Future Occupancy Signs	25 sf per sign	Below edge of roof If freestanding 6 ft maximum height	1 per business frontage	Shall be removed upon first occupancy of the site	Shall contain only the name(s) of future occupant(s) of the site
Event Signs	As appropriate for the event that is being held as determined by the Director	As appropriate for the event that is being held as determined by the Director	As appropriate for the event that is being held as determined by the Director	Event signs may be displayed only on the days the event is held for a reasonable promotional period in advance of the event and for a reasonable take down period after the event as determined by the Director	Event signs may include balloons pennants and similar festive decorations provided that They are displayed no more than 30 ft above grade They are not made of metallic or mylar material Safe and proper clearance from any overhead wire or other nearby potentially hazardous obstruction or feature is maintained
Temporary Banner Signs	3 ft by 6 ft 18 sf in area	Below edge of roof	Maximum of 1 near each public entrance of a business	Maximum of 30 consecutive days not more than 4 times per calendar year	Shall be securely fastened against a wall or structural canopy
Construction Signs	24 sf	Below edge of roof If freestanding 6 ft maximum height	1 per street frontage	Removed within 7 days of issuance by the City of the final Certificate of Occupancy for the building or site	Shall contain only the names addresses and telephone numbers of parties directly involved in the business occupancy construction design or financing of the pending or in progress improvements to the premises
Holiday Signs	As Determined reasonable by the Director	As Determined reasonable by the Director	As Determined reasonable by the Director	Limited to display between 45 days prior to and 15 days after the holiday to which they pertain	Display no business product or advertising name symbol or logo information

TABLE 3 6B
STANDARDS FOR TEMPORARY REAL ESTATE SIGNS

Sign Type	Max Sign Area	Maximum Sign Height	Max Number of Signs	Location	Time Limit	Additional Requirements
Non Residential Real Estate Signs	24 sf	Below edge of roof If freestanding 6 ft maximum height	1 per business frontage	Must be placed only on private property	Shall be removed within 7 days following the sale lease or disposition of the real property	The sign shall be constructed of durable rigid materials suitable to their location and purpose Only interior window signs may be made of non rigid material The sign shall be non illuminated
Residential Temporary for sale, rent or lease signs	18 inches by 24 inches in size	Below edge of roof If freestanding no more than 4 ft in height If a wall or hedge is located on a front property line the sign may be placed on the wall or hedge and have a maximum height of no more than 3 ft above the wall or hedge	1 per lot	Within the front yard setback, not less than 5 ft from any street facing lot line or less than 10 ft from an interior lot line or attached to the front of the building	Shall be removed within 7 days following the sale lease or disposition of the real property	The sign shall be non illuminated The sign may have two sign faces No flag arrow pennant streamer banner or any other similar object shall be attached to the real estate sign or placed anywhere on the lot, provided that two information signs not exceeding 5 inches by 16 inches each may be attached to the bottom of the real estate sign
Residential On site open house signs	4 sf per face	Below edge of roof If freestanding no more than 4 ft in height If a wall or hedge is located on a front property line the sign may be placed on the wall or hedge and have a maximum height of no more than 3 ft above the wall or hedge	1 per lot	Within the front yard setback or attached to the front of the building	The open house sign and flag shall be displayed only during the period of time the open house is actually in progress	One flag allowed to be attached to the sign
Residential Public parkway open house signs	4 sf per face	4 ft above parkway grade	2 signs per corner 4 signs maximum per intersection	No sign shall obstruct the safe and convenient use by the public of adjoining sidewalk, curbside parking or roadway areas No sign shall be attached to any tree pole bench or any other parkway feature	Displayed only on Sundays from 9 00 am to 6 00 p m	The sign may have 2 sign faces The message content shall only relate to an activity actually in progress during the allowable display period Constructed of solid masonite metal or similar rigid material that is no more than one fourth inch thick, and is securely fastened to a metal or wooden stake or other freestanding support Flags pennants and other wind activated devices are prohibited

L Theater Signs

- 1 Above roof identification signs** Vertical identification signs that consist of individual characters displayed on sculpted visually prominent architectural features that rise vertically from and above theater buildings shall be encouraged by the City through the master sign program process in Subsection 17 330 050 C 2
- 2 Marquee signs**
 - a** Identification signs that consist of script characters displayed on the top of a marquee (structural canopy) shall be encouraged by the City
 - b** Changeable copy signs that display current or coming programs on the entire vertical surface of a theater marquee shall be allowed
- 3 Product display cabinets** When encased within glass faced cabinets built into first floor street facing exterior building walls current or coming program information shall not be considered signs regulated by this Chapter

M Wall Signs**1 General**

- a** A wall sign shall not exceed 12 inches in thickness when displayed as a single face sign parallel with the wall or as a double face sign perpendicular to the wall
- b** A wall sign shall not project over a common private property line without the written consent of the adjoining property owner
- 2 Temporary wall signs** The aggregate of all temporary signs allowed under Table 3 6 a and b that are simultaneously displayed as wall signs shall not exceed 50 percent of the maximum permanent wall sign area allowed on the wall on which the temporary signs are displayed
- 3 Multiple business wall signs** In addition to the location regulations in Table 3 5 the following regulations apply to wall signs on a building with two or more businesses
 - a Placement** A wall sign shall be placed on the portions of exterior building walls that correspond with the interior location of the business to which the sign pertains, provided that where this provision would not result in a reasonably visible sign from the adjacent public right of way the Director shall approve alternate placement of the sign
 - b Horizontal separation** Wall signs on the same wall segment for horizontally adjacent (side by side) businesses shall have a minimum 4 foot horizontal separation
 - c Vertical separation** Wall signs on the same wall segment for vertically adjacent businesses (a business located above another business) within the same building shall have a minimum two foot vertical separation

- d **Separation exceptions** The Director may approve deviations from the above separation requirements in cases where unusual building design or configuration conditions would not result in a reasonably visible sign opportunity

4 Projecting wall signs The following standards apply to projecting wall signs

- a The maximum distance between the wall and the outer edge of the sign shall be 4 feet or if a paved public sidewalk is below, 50 percent of the width of the sidewalk whichever is less
- b The maximum height of the sign shall be 20 feet above grade
- c The minimum vertical clearance from the bottom of the sign to finished grade below shall be 8 feet
- d Projecting wall signs shall be included in the maximum sign face area allowed in Table 3 5

5 False mansard signs

- a A wall sign may be displayed on a false mansard only if the vertical distance between the bottom of the false mansard and the top of the window line below is less than 18 inches
- b Any gap between the sides or bottom of the sign and the mansard shall be architecturally enclosed so that the sign appears to be an integral part of the false mansard structure

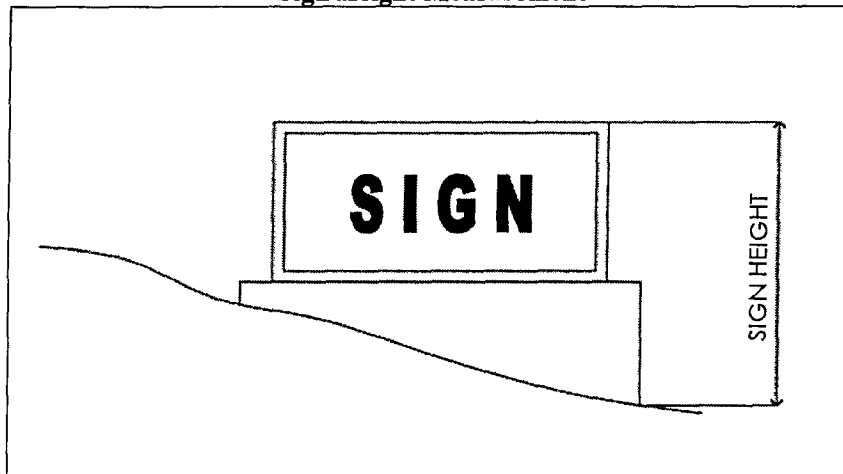
N Window Signs

- 1 In determining window area perimeter window frames, mullions and building façade divisions shall be used to measure the outside window dimensions, rather than interior, ornamental, nondescript frames and dividers
- 2 When a sign of 2 square feet or more in area and with characters more than 2 inches high is placed inside of a building within 30 inches of and facing a transparent window, the sign shall be considered a window sign
- 3 Glass doors shall be considered as windows and a glass door sign shall be considered a window sign
- 4 No sign on the outside of a window shall extend onto or over the perimeter window frames, mullions or building facade divisions of the window on which it is displayed

17 330 030 – General Requirements for All Signs

- A Sign Area Measurement** The measurement of sign area for the purpose of determining compliance with this Chapter is as follows
- 1 For a three dimensional canister sign the two dimensional area within the outer edges of the sign canister
 - 2 For a sign with two dimensional (e g painted) or three dimensional (e g raised) characters and with a background that is indistinguishable in appearance from the entire two-dimensional surface of the building or structure on which the sign is displayed the aggregate surface area of all of the sign characters
 - 3 For a sign with two dimensional or three dimensional characters and with a background that is distinguishable in appearance from the two dimensional surface of the building or structure on which the sign is displayed the area within the edges of the distinguishable background area plus the aggregate surface area of any sign characters that fall outside of the distinguishable background area
 - 4 For two or more signs on the same two dimensional surface or on the same wall segment the aggregate area of each sign
 - 5 For cylindrical spherical and similar curved surface signs the area equal to one half the total surface area
 - 6 Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area
- B Sign Height Measurement** Sign height shall be measured as the vertical distance from the lowest point of the base of the sign structure to the highest point of the sign. The lowest point of the sign structure shall not include fill planters or other material artificially placed to allow increased sign height. See Figure 3 11, below

Figure 3-11
Sign Height Measurement



C Sign Location Requirements All signs identifying an occupant business or use shall be located on the same site as the occupant, business or use

D Aesthetic Design Standards

1 Compatibility

- a** All signs shall be architecturally compatible with and integrally related to, the design features of the buildings structures and premises on which they are displayed
 - b** In assessing compatibility the style color, material lighting and other components and features of signs including their support elements decorative embellishments and the buildings, structures and premises on which the signs are displayed, shall be taken into account
- 2 Support elements** The support elements for all signs shall appear to be free of any angle iron, bracing, guy wires or similar features
- 3 Preferred sign features** Signs with the following design features are preferred by the City
- a** Non illuminated backgrounds for any interior illuminated canister sign or indistinguishable backgrounds for wall and canopy signs that are not interior illuminated
 - b** Channel letters, neon script and similar three dimensional interior illuminated sign characters with a background that is not distinguishable from the building
 - c** Signs with backlit characters

E Sign Illumination

- 1** External light sources shall be directed and shielded to limit direct illumination of any object other than the sign
- 2** Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign
- 3** Signs shall not use colored lights or other design elements that may be confused with or mistaken for traffic control devices
- 4** All bulbs and incandescent lamps that exceed 15 watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is visible from a public right of way or adjacent property
- 5** Light sources shall utilize energy efficient fixtures to the greatest extent possible
- 6** All lighting aimed at the exterior surface of a sign to illuminate it shall be provided with opaque deflection or shielding devices as determined necessary by the Director to prevent

the lighting source from glaring or shining onto adjacent properties and public rights-of way

- 7 String lights with light bulbs exceeding one watt shall be prohibited exterior to a building except in connection with allowable holiday signs and displays or as may be allowed in connection with special or temporary events
- 8 Beacon and strobe lights shall be prohibited excluding aircraft warning lights required by the Federal Aviation Agency
- 9 Exterior klieg lights (search lights) shall be allowed by permit issued by the Police Department pursuant to this Code for grand openings special events and other promotions

F Installation

- 1 In conjunction with replacement or modification of an existing sign any newly exposed portions of a building or structure on which the sign is displayed shall be repaired and repainted as necessary to restore a uniform appearance to the building surface or structure prior to final inspection approval of the replacement or modified sign

Compliance with this requirement shall include the removal of any excess conduit and supports and the patching or filling of any exposed holes

- 2 The electrical conduit from a sign to its power source shall be concealed or otherwise obscured from view in a manner approved by the Director

G Maintenance Standards The following maintenance standards shall be continually met for all signs within the City

- 1 Maintenance of a sign shall include periodic cleaning replacement of flickering, burned out or broken light bulbs mending or replacement of any faded, peeled cracked or otherwise damaged or broken parts thereof, and other activities as necessary to comply with the purpose and intent of this Chapter
- 2 Maintenance shall include repainting of a painted sign that has faded or that is on a building or structure that is repainted provided that the repainted sign is identical to the former sign in message content size and location on the building or structure
- 3 Special and routine maintenance shall be caused to be practiced as necessary by the owner or occupant of premises at the owner's or occupant's expense regardless of the cause of the state of disrepair of the sign or of the occupancy vacancy status of the premises

17 330 035 – Prohibited and Restricted Signs

A Prohibited Signs The following signs shall be specifically prohibited

- 1 **Emitting signs** As used herein signs that emit smoke steam laser or hologram lights or other similar features

- 2 **Hazardous signs** As used herein signs that constitute a public nuisance or a potential threat to the health, safety or well being of the general public due to their height illumination intensity location movement, placement size or other design features or characteristics
- 3 **Signs covering architectural features** Signs that cover any portion of a visually prominent three-dimensional relief detail that adorns embellishes or ornaments an architectural feature of a building or structure (e g a fresco medallion lantern, decorative tile work sculpted cornice routed or recessed numerals or letters etc)
- 4 **Home occupation signs** Signs advertising home occupations

B Restricted Signs The following signs are prohibited except where allowed under certain circumstances as outlined in this Section or through the approval of a master sign program

- 1 **Active signs** Including animated signs beacon light signs, blinking signs, flashing signs (except for theater signs as provided in Section 17 330 025), strobe light signs and variable message signs (except for changeable copy signs and electronic message signs as provided in Section 17 330 025), or active signs as may be approved under a master sign program
- 2 **Balloon signs** Except as provided in Sections 17 330 025 for special events and temporary events
- 3 **Changeable copy signs** Except as provided in Section 17 330 025 for certain specific uses or as may be approved under a master sign program
- 4 **Freeway-oriented signs** As may be approved under a master sign program
- 5 **Moving signs** As may be approved under a master sign program
- 6 **Off-site signs** Except as provided in Section 17 330 040 for certain public right of-way signs
- 7 **Portable freestanding signs** Including A frame and sandwich type signs, except as may be approved under Sections 17 330 025 for special events or temporary events
- 8 **Roof signs** Except for certain theater signs as may be approved under a master sign program, or historical signs if approved under Chapter 38 of the Municipal Code
- 9 **Improperly attached signs** Signs that are attached to or suspended between trees, light poles utility poles or similar devices not originally designed intended or approved for the purpose of supporting signs, except as may be approved under Section 17 330 025 for special events or temporary events
- 10 **Signs on historical buildings** Signs that are added to or modified on historically designated buildings or structures except as may be approved under Chapter 15 05 (Historic Preservation Program) of the Municipal Code
- 11 **Vehicle signs** A vehicle sign is any temporary sign that is attached to or placed on or against any stationary motor vehicle or trailer and that identifies advertises or promotes a business, but excluding signs that are permanently or magnetically attached to motor

vehicles or rolling stock that are regularly used to conduct normal business activities such as deliveries service calls field work or related duties

- 12 Wind activated signs** Except institutional flags corporate flag decorative banner and flag signs special event signs or temporary event signs as provided in Section 17 330 025

17 330 040 – Signs in the Public Right-of-Way

The authorizations prohibitions and restrictions of this Section shall apply to all publicly and privately owned or controlled signs in the public right of way except as provided in Subsection 17 330 025 K

- A** Privately owned or controlled temporary or permanent signs shall be prohibited on or over the public right of way, except as otherwise authorized pursuant to this Title or other duly enacted legislation of the City This Section also shall not apply to signs in any portion of the public right of way that is temporarily or permanently in use for private commercial or non-commercial purposes other than transportation purposes pursuant to a lease license, permit or other entitlement issued by the City
- B** Temporary or permanent signs placed by the City Redevelopment Agency or other authorized government agency (as specified in Subsection 8 below) or their respective agent for public purposes shall be allowed in the public right-of way This Section shall not be interpreted to impose an obligation on the City or Redevelopment Agency to place any signs in the public right of-way except as required by law Allowable signs may include signs relating to any of the following
- 1** Regulation of traffic and traffic safety including pedestrian and bicycle traffic and parking
 - 2** Identification or directions to streets public buildings and facilities public or private medical lodging transportation educational sanitation or other facilities or services public or private places or events of public interest scenic or historical resources, or other destinations or points of interest
 - 3** Access to public services or facilities
 - 4** Safety and emergencies including identification and warning signs concerning potential hazards or hazardous conditions utility installations flood hazards or flood control facilities emergency conditions or services and crime and accident scene control
 - 5** Flags or emblems of the United States, California or of another government governmental agency or public institution
 - 6** Statements concerning any policy of the City and/or Redevelopment Agency
 - 7** Promotion of civic events and activities
 - a** Signs allowed by this Subsection shall be limited to signs banners pennants or other displays placed by the City and/or Redevelopment Agency relating to any civic event or activity organized or sponsored by the City or Redevelopment Agency

- b For the purposes of this subsection the following definitions shall apply
 - i Civic event or activity means any event or activity organized or sponsored by the City or Redevelopment Agency including but not limited to, (a) any public program or educational activity, and (b) the commemoration or celebration of any historical date, event or person holiday or persons or events of local state or national significance
 - ii 'Sponsored, for purposes of this Section means that the City and/or Redevelopment Agency is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000 whichever is less This contribution may take the form of funds, labor staff time, materials a waiver of fees, or any combination of the foregoing
- 7 Any other signs posted by a public agency exercising its legal authority of performing governmental functions within the City's public right-of way

17 330 045 – Non-Conforming Signs

A Abatement of Nonconforming Signs

- 1 Except as provided in Subsection 2, below and notwithstanding any other nonconforming provisions of this Title any legal nonconforming sign that would otherwise be allowed to remain under this Chapter shall be removed or modified to conform to the requirements of this Chapter as follows
 - a **Abandonment** A nonconforming sign that is no longer in active use because the business has ceased operating at the premises where the sign is located shall be removed within 90 days of cessation of the business
 - b **Agreement** A nonconforming sign that is subject to an agreement between the City and the sign owner may remain in accordance with the provisions of that agreement
 - c **Change of copy, sign face area, and/or structure**
 - i The sign copy or sign face area on existing nonconforming signs for new or existing businesses may be changed as long as there is no alteration to the physical structure or support elements of the sign Any such change shall not require other nonconforming signs on site to be brought into compliance
 - ii The physical structure or support elements of any one existing nonconforming sign for an existing business may be changed as long as the total combined maximum amount of allowable sign face area is not exceeded Any such change shall not require that other nonconforming signs on the site be brought into compliance
 - d **Damage** A nonconforming sign that sustains less than 50 percent damage to its structure shall be repaired or replaced as soon as possible but not more than 180 days

after the date of the damage. If damaged more than 50 percent, it shall be removed or modified to meet this Title within 180 days of the date of the damage.

- e **Intensification** All nonconforming signs for a business premises shall be made to conform to this Chapter
 - i When a new business intensifies the use of a property which will require a Site Plan and Design Review or a similar discretionary review as set forth in this Title
 - ii When a remodel or expansion of an existing business results in doubling the gross square footage of an existing building or exceeds 10 000 square feet, whichever is less
- f **Facade remodel** Remodel of a front building facade shall require that all nonconforming signs located on the front facade or affected by the facade remodel be brought into compliance
- g **New freestanding sign** Addition of a new freestanding sign shall require that all nonconforming signs on the site be brought into compliance. However, the addition of other new conforming signs on the site shall not require that other nonconforming signs be brought into compliance
- h **Relocation** A nonconforming sign proposed to be relocated shall be made conforming at the time of relocation, except where the relocation occurs as a result of a City or Redevelopment Agency public improvement project
- i **Traffic hazard/unsafe condition** Any nonconforming sign that constitutes a traffic hazard or creates any other unsafe condition shall be subject to immediate removal or modification as necessary to eliminate the hazardous or unsafe condition
- 2 **City or Redevelopment Agency revitalization programs** A business participating in a City or Redevelopment Agency sponsored revitalization program shall not be required to make all nonconforming signs on the premises conform at the time of revitalization, unless the revitalization program specifically requires such compliance
- 3 **Sign removal** Any nonconforming sign may be removed as a singular improvement without requiring other nonconforming signs to be simultaneously removed

17 330 050 – Sign Permit Requirements

No sign shall be installed, constructed or altered unless it is first approved in compliance with this Section.

A Review Process The Director shall review and may approve a sign if the proposed sign is in substantial conformance with the requirements of this Chapter any approved multi-business sign program or master sign program In addition, the installation of any sign may require a building permit, as determined by the Building Official

B Hardship Exemptions

- 1 Where the owner/user of a proposed or existing sign believes that compliance with the provisions of this Chapter, coupled with unusual geographic or building design and configuration conditions pertaining to the site or contractual conditions limiting the use thereof, would create an undue economic hardship on the use of property (s)he may apply to the Director for a hardship exemption

The Director's decision in such cases shall be based on one or more of the following criteria

- a The site is unusual in size, shape or topography
 - b Improvements on the site or on adjoining public or private properties cause a visual obstruction
 - c The site is improved with a multiple business development and is encumbered by an existing contractual obligation that precludes the modification of one or more other existing signs for other businesses at the same time as the installation of a new sign or a modification to an existing sign on the same sign structure is proposed for a business on the premises
- 2 Approval of a hardship exemption may be subject to conditions, such as specific limitations on the time that a new or modified sign may be displayed
 - 3 The applicant has the burden of proof to show to the City's satisfaction that a hardship exists

C Comprehensive Sign Programs

1 Multiple business sign programs

- a The purpose of a multiple business sign program is to achieve design compatibility amongst all signs displayed on a single ownership parcel that is occupied by two or more separate businesses
- b The submittal of a multiple business sign program shall be required for each multi tenant development that is occupied by two or more separate businesses at the time the first new permanent sign or first modification to an existing permanent sign on the premises is proposed except that a multiple business sign program is not required for a project with an approved master sign program
- c A multiple business sign program, or the equivalent, approved prior to the effective date of this Title or any amendment to this Title shall be revised, if necessary, to conform to this Chapter at the time the first new permanent sign or modification to an existing permanent sign is proposed on the premises

- d A multiple business sign program shall be submitted by or with the consent of the property owner or master lessor
- e A multiple business sign program shall consist of plans and text describing the details of all signs existing to remain modified and new signs that are and that may be displayed on the premises
- f The Director shall prepare and furnish to potential multiple business sign program applicants a list of the items and criteria to be addressed in a multiple business sign program
- g Only the types of signs allowed by the regulations of this Chapter shall be approved under a multiple business sign program
- h The Director shall approve conditionally approve or disapprove any application for a multiple business sign program

2 Master sign programs

- a The primary purpose of a master sign program is to provide a mechanism by which the sign regulations established in this Chapter can be modified to insure that signs for a uniquely planned or designed development or area are most appropriate for that particular development or area
- b A master sign program may be
 - i Required by the Director for any development that requires a Site Plan Review in compliance with Chapter 17 540 or a similar discretionary review or
 - ii Requested by the owner or master lessor of a development or
 - iii Initiated by the City or the Culver City Redevelopment Agency for a particular area in furtherance of a specific plan revitalization program overlay zone or other area wide planning tool
- c A master sign program may include provisions that are, at the same time both more restrictive in some respects and less restrictive in other respects than the regulations established in this Chapter Less restrictive provisions in a master sign program may also include signs that are otherwise prohibited or restricted by this Chapter
- d The City desires to encourage creative sign proposals where the standard provisions of this Chapter do not well suit a particular need situation or circumstance In exchange certain signs that otherwise would be allowed by this Chapter might not be allowed
- e Each master sign program applicant shall show to the Director's satisfaction why the modifications requested are warranted and how the total sign proposal for the development meets on balance the general purpose and intent of this Chapter