

1 RESOLUTION NO. 2017-P011

2 A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
3 CULVER CITY, CALIFORNIA, RECOMMENDING TO THE CITY COUNCIL
4 APPROVAL OF ZONING CODE AMENDMENT (P2016-0098-ZCA) AMENDING
5 CULVER CITY MUNICIPAL CODE, TITLE 17 – ZONING (ZONING CODE)
6 SECTION 17.330.015, 17.330.025, AND 17.330.050 – TO AMEND THE SIGN
7 CODE TO INCLUDE MENU BOARD SIGNS AND PROMOTIONAL
8 PROJECTING SIGNS AS SET FORTH IN EXHIBIT “A” ATTACHED HERETO.

9 (P2017-0098-ZCA)

10 WHEREAS on June 14, 2017 the Planning Commission conducted a duly noticed
11 public hearing on City-initiated Zoning Code Amendment (P2017-0098-ZCA) amending
12 Culver City Municipal Code (CCMC), Title 17 – Zoning (Zoning Code) Section 17.320.015,
13 17.320.025, and 17.330.050 – to amend the sign code to include menu board signs and
14 promotional projecting signs after fully considering all reports, studies, testimony, and
15 environmental information presented; and

16 WHEREAS, following conclusion of the public discussion and thorough
17 deliberation of the subject matter, the Planning Commission determined, by a vote of __ to
18 __, to recommend to the City Council approval of Zoning Code Amendment P2017-0098-
19 ZCA, as set forth herein below.

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22 NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF
23 CULVER CITY, CALIFORNIA, RESOLVES AS FOLLOWS:

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25 **SECTION 1.** Pursuant to the foregoing recitations and the provisions of the
26 CCMC, the following required findings for an amendment to the Zoning Code, as
27 outlined in CCMC Section 17.620.030.A, are hereby made:
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1 **1. The proposed amendment(s) ensure and maintain the internal**
2 **consistency with the goals, policies and strategies of all elements of the**
3 **General Plan and will not create any inconsistencies.**

4 The proposed text amendment, will create consistency between the General Plan
5 and Zoning Code, and be a tool to implement the policies listed in the Land Use
6 Element, Objective 5. Economic Diversity. Policy 5.C Encourage development of
7 cultural, educational and entertainment uses that will provide leisure activities for
8 Culver City's residents and enhance the image of the City; Policy 5.G Encourage the
9 location of high-quality retail shops and fine restaurants in areas which could serve
10 both businesses and residential patrons; and Objective 6. Commercial Corridors.
11 Policy 6.E Encourage restaurants that feature outdoor dining, especially sidewalk
12 cafes within Downtown and areas designated for neighborhood-serving uses.

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14 **2. The proposed amendment(s) would not be detrimental to the public**
15 **interest, health, safety, convenience or welfare of the City.**

16 The proposed amendments regarding menu board signs and promotional
17 projecting signs give standards regarding size, location, and design that ensure that
18 the signs will not be detrimental to public interest, health, safety, convenience, or
19 welfare.
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21 **3. The proposed amendment is in compliance with the provisions of the**
22 **California Environmental Quality Act (CEQA).**

23 Pursuant to Sections 15162 and 15168 of the California Environmental Quality
24 Act (CEQA), the project is within the scope of the Culver City General Plan Update
25 Program EIR approved on September 24, 1996 (PEIR 1) and the Culver City
26 Redevelopment Plan Amendment and Merger Program Subsequent EIR approved on
27 November 16, 1998 (PEIR 2). The circumstances under which PEIR 1 and PEIR 2
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1 were prepared have not significantly changed and no new significant information has
2 been found that would impact either PEIR 1 or PEIR 2; therefore, no new
3 environmental analysis is required.
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5 **SECTION 2.** Pursuant to the foregoing recitations and findings, the
6 Planning Commission of the City of Culver City, California, hereby recommends to the
7 City Council approval of Zoning Code Amendment P2017-0098-ZCA, as set forth in
8 Exhibit A attached hereto and made a part thereof.
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10 APPROVED and ADOPTED this 14 day of June, 2017.
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13 DAVID VONCANNON, CHAIRPERSON
14 PLANNING COMMISSION
CITY OF CULVER CITY, CALIFORNIA
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16 Attested by:

17 Susan Yun, Senior Planner
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EXHIBIT A
RESOLUTION NO. 2017-P011
Zoning Code Amendment
P2017-0098-ZCA

Proposed Zoning Code Amendment

The proposed Zoning Code Amendment (ZCA) will amend Section 17.330.015 Definitions as follows:

Chapter 17.330- SIGNS

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.

Menu Board Sign. A sign for the purpose of displaying menu items that may be for a restaurant or similar food and beverage use. The menu board sign may be changeable copy.

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.

Promotional Projecting Sign. A sign that is temporary and promotes the on-site business with the intent to convey a message regarding business activity, sale item, seasonal promotions, or special events, instead of business name.

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.

Proposed Zoning Code Amendment

The proposed Zoning Code Amendment (ZCA) will amend Section 17.330.025
Definitions as follows:

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.
4. Real estate offices.

5. Restaurant menu signs along drive-through lanes, ~~or at~~ outdoor walk-up service areas, or outdoor dining 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. An application for deviation from the size, location, height or number restrictions contained in Table 3-5 (Sign Standards for Non-Residential Zoning Districts) may be submitted to the Director and said deviation request shall be granted when the applicant establishes the presence of unusual needs, circumstances, or conditions relative to restricted visibility, the size of the property, or the number of access points that make the deviation necessary.

F. Electronic Message Signs.

1. An electronic message sign shall be displayed only if the information displayed is public information.
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. An application for additional or larger gasoline station price signs may be submitted to the Director and shall be granted if the applicant establishes that such is 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. Menu Board Signs.

1. **Location.** The menu board sign may contain changeable copy and shall be subject to the following standards:
 - a. Pedestrian oriented;
 - b. Located near the storefront entrance or along the street frontage of a restaurant or food and beverage retail business;
 - c. Affixed flat to a building wall, window, or outdoor dining enclosure;
 - d. Located no greater than 5'-0" from the adjacent finished walking surface;
 - e. One free-standing menu board may be displayed, which shall have no more than two faces and shall not be placed higher than 5'-0" above the sidewalk;
 - f. Menu boards shall not be placed outside of the approved outdoor dining area; and
 - g. Sandwich-board displays shall be prohibited.
2. **Size.** Maximum of 6 square feet.
3. **Number.** One free-standing or affixed-to-enclosure menu board sign permitted per business; and one additional menu board sign affixed to a wall or building face.
4. **Design.** Constructed shall be a durable material such as blackboard, whiteboard, or covered with glass or transparent plastic with a durable frame.

J. Promotional Projecting Signs.

1. **Location.** The promotional projecting sign may contain changeable copy and shall be subject to the following standards:
 - a. Project perpendicular from the wall of a building;
 - b. Pedestrian oriented
 - c. Located near the storefront entrance of the business and affixed to a building wall or window, at a location below the parapet for a one-story building or the top plate of the first story of a multi-story building, and not less than 8 feet above the adjacent finished walking surface.
2. **Size.** The promotional projecting sign may project no greater than 2 1/2 feet from the adjacent finished wall surface and shall not be greater than 3 feet in length.
3. **Number.** Two promotional projecting signs shall be permitted per business.
4. **Design.** The promotional projecting sign shall be designed as a projecting sign perpendicular to the wall and installed with a bracket permanently affixed to the building wall which allows for removal or replacement of the sign as necessary.

IK. 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.

JL. 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 subject to the limits for the physical type of sign it is (e.g., wall sign).

KM. Temporary Signs. Temporary signs (including real estate signs) are allowed only in compliance with the standards in Table 3-6A (Standards for Temporary Signs) and 3-6B (Standards for Temporary Real Estate Signs). 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	Sign area shall be in keeping with the regulations in place for permanent signs allowed by this Chapter and without consideration of the message to be displayed on the temporary event sign	Sign height shall be in keeping with the regulations in place for permanent signs allowed by this Chapter and without consideration of the message to be displayed on the temporary event sign.	Number of signs shall be in keeping with the regulations in place for permanent signs allowed by this Chapter based on the size and lot configuration and ensuring no access or site impairment and without consideration of the message to be displayed on the temporary event sign.	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.	<p>Event signs may include balloons, pennants, and similar festive decorations, provided that:</p> <p>They are displayed no more than 30 ft above grade;</p> <p>They are not made of metallic or mylar material;</p> <p>Safe and proper clearance from any overhead wire or other nearby potentially hazardous obstruction or feature is maintained.</p> <p>Additional, more stringent regulations may be placed on special event signs through any discretionary land use approval or business tax certificate approval process required for special events by this Code based on issues of size, location, color, construction materials, and design of the sign without consideration of the message to be displayed on the special event sign.</p>
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.

Table continues on next page.

Table 3-6A
Standards for Temporary Signs

Standards for Temporary Signs	Maximum Sign Area	Maximum Sign Height	Maximum Number of Signs	Time Limit	Additional Requirements
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	Sign area shall be in keeping with the regulations in place for permanent signs allowed by this Chapter and without consideration of the message to be displayed on the temporary holiday sign	Sign height shall be in keeping with the regulations in place for permanent signs allowed by this Chapter and without consideration of the message to be displayed on the temporary holiday sign.	Number of signs shall be in keeping with the regulations in place for permanent signs allowed by this Chapter based on the size and lot configuration and ensuring no access or site impairment and without consideration of the message to be displayed on the temporary holiday sign.	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.

LN. 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 allowed 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.

MO. 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 3-6A (Standards for Temporary Signs) and 3-6B (Standards for Temporary Real Estate Signs) that are simultaneously displayed as wall signs shall not exceed 50% 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 (Sign Standards for Non-Residential Zoning Districts), 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% 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 (Sign Standards for Non-Residential Zoning Districts).

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.

NP. 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.

17.330.050 - Review Process and Appeals

C. Signs Exempt From Planning Permit

1. The following signs are exempt from planning permit requirements but shall conform to the applicable standards of this chapter.
 - a. Construction signs
 - b. National flags
 - c. Garage/yard sale signs
 - d. Menu board signs
 - e. Promotional projecting signs
 - f. Window signs
 - g. Signs of political nature
 - h. Street address signs
 - i. Temporary real estate signs, for sale, open house signs

CD. 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 time, place, and manner conditions based on issues of size, location, color, construction materials, and design of the sign without consideration or restriction as to the message to be displayed on the sign.
3. The applicant has the burden of proof to show to the City's satisfaction that a hardship exists based on the criteria found above.

DE. 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. Only the types of signs allowed by the regulations of this Chapter shall be approved under a multiple business sign program.
- g. The Director shall approve, conditionally approve, or disapprove any application for a multiple business sign program.

2. Master sign programs.

- a. The purpose of a master sign program is to provide a mechanism by which the sign regulations established in this Chapter can be modified to ensure 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 (Site Plan Review), 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 more and/or less restrictive than the regulations established in this Chapter as related to issues of size, location, color, construction materials and design of the sign but without consideration as to the message to be displayed on the sign based on the particular unique features of the development.
- d. 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.
- e. A master sign program, or the equivalent, that was approved by the City or Redevelopment Agency prior to the effective date of this Chapter or any amendment to this Chapter, shall be deemed to conform to this Chapter.
- f. The Director shall approve, conditionally approve, or disapprove any application for a master sign program.
- g. A new master sign program approval shall be obtained for substantial revisions to the original approval, as determined by the Director.