

ORDINANCE NO. 10795  
(New Series)

MAR 14 1972

AN ORDINANCE AMENDING CHAPTER IX, ARTICLE 5, OF THE SAN DIEGO MUNICIPAL CODE, BY REPEALING SECTIONS 95.0103.11, 95.0103.12, 95.0301, 95.0302, 95.0302.5, 95.0302.6, 95.0303, 95.0304, 95.0305, 95.0306, 95.0307, 95.0308, 95.0309, 95.0321, 95.0322, 95.0323, 95.0324, 95.0325, 95.0326 AND 95.0327, AND AMENDING CHAPTER X, ARTICLE 1, OF THE SAN DIEGO MUNICIPAL CODE BY AMENDING THE TITLE OF DIVISION 7 AND ADDING SECTIONS 101.0700, 101.0701 AND 101.0702, RELATING TO GENERAL SIGN REGULATIONS.

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Chapter IX, Article 5, of the San Diego Municipal Code be amended by repealing the following sections:

SEC. 95.0103.11	SIGN CONTROL DISTRICT (LA JOLLA AREA)
SEC. 95.0103.12	SIGN CONTROL DISTRICT - RANCHO BERNARDO
SEC. 95.0301	PURPOSE
SEC. 95.0302	DEFINITIONS
SEC. 95.0302.5	OUTDOOR ADVERTISING DISPLAY SIGN - DEFINED
SEC. 95.0302.6	SIGN - DEFINED
SEC. 95.0303	PROHIBITED SIGNS
SEC. 95.0304	REMOVAL REQUIRED
SEC. 95.0305	EXEMPT OUTDOOR ADVERTISING DISPLAY SIGNS
SEC. 95.0306	CONSTRUCTION STANDARDS
SEC. 95.0307	PERMITS
SEC. 95.0308	DISPLAY SIGNS - BOARD OF ZONING APPEALS
SEC. 95.0309	ENFORCEMENT
SEC. 95.0321	U. S. HIGHWAY 80 - REGULATED
SEC. 95.0322	U. S. HIGHWAY 395 - REGULATED

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SEC. 95.0323 FEDERAL AID INTERSTATE (5) - REGULATED  
SEC. 95.0324 SOLEDAD FREEWAY - REGULATED  
SEC. 95.0325 STATE HIGHWAY 94 - REGULATED  
SEC. 95.0326 INTERSTATE 805 - REGULATED  
SEC. 95.0327 STATE HIGHWAY 109 - REGULATED

Section 2. That Chapter X, Article 1, of the San Diego Municipal Code be amended by changing the Title of Division 7 and adding Sections 101.0700, 101.0701 and 101.0702 to read as follows:

DIVISION 7

GENERAL SIGN REGULATIONS

SEC. 101.0700 PROHIBITION AND ABATEMENT OF  
OUTDOOR ADVERTISING DISPLAY SIGNS

A. PURPOSE AND INTENT

It is the purpose of these regulations to eliminate excessive and confusing sign displays which do not relate to the premises on which they are located; to eliminate hazards to pedestrians and motorists brought about by distracting sign displays; to ensure that signing is used as identification and not as advertisement; and to preserve and improve the appearance of the City as a place in which to live and work.

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It is the intent of these regulations to protect an important aspect of the economic base of the City by preventing the destruction of the natural beauty and environment of the City, which is instrumental in attracting nonresidents who come to visit, trade, vacation or attend conventions; to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; and to protect the public health, safety and general welfare.

**B. OFF-PREMISE OUTDOOR ADVERTISING DISPLAY SIGNS PROHIBITED**

Only those outdoor advertising display signs, hereinafter referred to as signs in this Division, which are either signs designating the name of the owner or occupant of the premises upon which such signs are placed, or identifying such premises; or signs advertising goods manufactured or produced or services rendered on the premises upon which such signs are placed shall be permitted. The following signs shall be prohibited:

1. Any sign identifying a use, facility or service which is not located on the premises.
2. Any sign identifying a product which is not produced, sold or manufactured on the premises.
3. Any sign which advertises or otherwise directs attention to a product, service or activity, event, person, institution or business which may or may not be identified

by a brand name and which occurs or is generally conducted, sold, manufactured, produced or offered elsewhere than on the premises where such sign is located.

C. ABATEMENT OF NONCONFORMING SIGNS

Any sign which is nonconforming in that it does not conform to the regulations embodied in this Division shall either be removed or brought into compliance with the Code requirements within the period of time prescribed herein dating from the effective date of these regulations.

D. ABATEMENT SCHEDULE

All nonconforming signs shall be removed or brought into compliance with the Code requirements in accordance with the abatement schedule set forth below. In order to utilize the abatement schedule, the owner of record, or his agent, shall make available the market value, as of April 1, 1972, of any sign or signs which have been deemed nonconforming by the provisions of these regulations. The market value of nonconforming signs shall be based on the original cost, including cost of installation, of said sign less ten percent of the original cost per year for each year said sign has been standing prior to the effective date of these regulations.

The date of erection of any nonconforming sign shall be established by the presentation by the owner of record of the sign, or his agent, of a certified copy of the corresponding

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building permit on file in the Department of Building Inspection of The City of San Diego. Any sign erected without the issuance of a valid building permit shall be deemed an illegal sign and shall be removed immediately.

All required documentation concerning the market value and erection date of any nonconforming sign shall be presented to the Zoning Administrator within ten days of reception of notice of nonconformance. The Zoning Administrator shall determine to his satisfaction the validity of all presented documentation. Any decision of the Zoning Administrator may be appealed in accordance with Sections 101.0504 and 101.0505 of this Code.

ABATEMENT SCHEDULE

<u>Adjusted Market Value</u>		<u>Abatement Date</u>
Less than	\$500.00	April 1, 1973
\$ 500.00 to	999.99	July 1, 1973
1,000.00 to	1,499.99	October 1, 1973
1,500.00 to	1,999.99	January 1, 1974
2,000.00 to	2,999.99	April 1, 1974
3,000.00 to	3,999.99	July 1, 1974
4,000.00 to	4,999.99	October 1, 1974
5,000.00 to	7,499.99	January 1, 1975
7,500.00 to	9,999.99	April 1, 1975
10,000.00 to	12,499.99	July 1, 1975
12,500.00 to	14,999.99	October 1, 1975
15,000.00 to	19,999.99	January 1, 1976
20,000.00	and over	April 1, 1976

Notwithstanding any other provisions of this Code, all outdoor advertising display signs which are not signs designating the name of the owner or occupant of the premise upon which such signs are placed or which do not identify such premises or

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which do not advertise goods manufactured or produced or services rendered on the property upon which such signs are placed and which are signs designed to be viewed from any portion of a freeway, landscaped freeway, scenic highway or freeway, or parkway as defined in Sections 95.0302.1, 95.0302.2, 95.0302.3 and 95.0302.4 of this Code and are located within 500 feet from the boundary line of said freeway, landscaped freeway, scenic highway or freeway, or parkway shall be abated within 90 days of the effective date of these regulations. Any such sign not abated within 90 days of the effective date of these regulations shall be subject to all of the provisions of Section 101.0700, paragraph E.

E. REMOVAL OF NONCONFORMING SIGNS

Any sign that is in noncompliance with the regulations of this Code as defined in Section 101.0700 shall be removed prior to or upon the date designated for removal in the above abatement schedule. If the owner of, or the person or persons responsible for, the sign fails to remove the nonconforming sign, the owner of the premises upon which the sign is located shall be responsible for the removal of the sign and the work shall be done within 90 days following the date of nonconformance. The procedure for the removal of all nonconforming signs shall be as follows:

1. The Zoning Administrator, after proper notification, may cause the removal of any nonconforming sign and

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shall, at his discretion, charge the costs incurred against any of the following, each of whom shall be jointly and severally liable for said charges; provided, however, that any decision or determination of the Zoning Administrator may be appealed in accordance with Sections 101.0504 and 101.0505 of this Code.

- a. The permittee.
  - b. The owner of the sign.
  - c. The owner of the premises on which the sign is located.
  - d. The occupant of the premises on which the sign is located.
2. A sign removed by the City shall be held not less than 30 days by the City during which time it may be recovered by the owner upon payment to the City for costs of removal and storage. If not recovered prior to expiration of the 30-day period, the sign and supporting structures shall be declared abandoned and title thereto shall vest in the City and the cost of removal shall be billed to the owner.

F. SIGNS EXEMPT FROM THESE REGULATIONS

The following types of signs shall be exempt from the provisions of these regulations:

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1. Any sign erected and maintained pursuant to and in discharge of any governmental function or required by any law, ordinance or governmental regulation.
2. Bench signs located at designated public transit bus stops; provided, however, that such signs shall have any necessary permits required by Sections 62.0501 and 62.0502 of this Code.
3. Signs being manufactured, transported and/or stored within the City limits of the City of San Diego shall be exempt; provided, however, that such signs are not used, in any manner or form, for purposes of advertising at the place or places of manufacture or storage.
4. Commemorative plaques of recognized historical societies and organizations.
5. Religious symbols, legal holiday decorations and identification emblems of religious orders or historical societies.
6. Signs located within malls, courts, arcades, porches, patios and similar areas where such signs are not visible from any point on the boundary of the premises.

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7. Signs designating the premises for sale, rent or lease; provided, however, that any such sign shall conform to all regulations of the particular zone in which it is located.
8. Public service signs limited to the depiction of time, temperature or news; provided, however, that any such sign shall conform to all regulations of the particular zone in which it is located.
9. Signs on vehicles regulated by the City that provide public transportation including, but not limited to, buses and taxicabs.
10. Signs on licensed commercial vehicles, including trailers; provided, however, that such vehicles shall not be utilized as parked or stationary outdoor display signs.
11. Temporary off-premise subdivision directional signs if permitted by a conditional use permit granted by the Zoning Administrator.

G. CONFLICT WITH OTHER REGULATIONS OF THIS CODE

Where there is a conflict between the regulations of Section 101.0700 and the regulations of any other section of this Code, the regulations of Section 101.0700 shall prevail; provided, however, that the regulations of other sections shall prevail in the following cases:

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Rev. 9/7/71  
Rev. 2/2/72

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1. Where the regulations of any other section are more restrictive.
2. Where a sign control district has been established by ordinance, provided that the assigned regulations of said district are comprehensive and provide sign regulations for all zones located within said district.
3. Where a planned district has been established in accordance with the procedure set forth in Section 103.0101 of this Code, provided that any such planned district regulations shall include comprehensive sign regulations encompassing the entire planned district area.
4. Where an architectural control district has been established by ordinance, provided that any such architectural control district regulations shall include comprehensive sign regulations encompassing the entire architectural control district area.

H. COMPLIANCE WITH CHAPTER IX OF THIS CODE

Nothing in the regulations of Section 101.0700 shall relieve any party from the requirements to obtain any or all permits required by Chapter IX of this Code.

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SEC. 101.0701

SIGN CONTROL DISTRICT - LA JOLLA

A. PURPOSE AND INTENT

The Sign Control District is intended to maintain the unique, distinctive character and economic value of the La Jolla area in the City of San Diego and to regulate advertising of commercial enterprises in the R-1 and R-2 Zones within the boundaries of the Sign Control District.

B. BOUNDARIES

The boundaries of the La Jolla Sign Control District are designated on that certain map No. C-267 and described in the appended boundary description filed in the office of the City Clerk under Document No. 709551.

C. SIGN DEFINED

For the purposes of this section the word sign is hereby defined to mean any fabricated sign including its structure, consisting of any letter, figure, character, mark, paint, plane, marquee, sign, design, poster, pictorial picture, stroke, strip, line trademark, reading matter or illuminating device constructed, attached, erected, fastened, or manufactured in any manner whatsoever so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine, or merchandise whatsoever and displayed in any manner whatsoever in or out of doors for recognized advertising purposes, and shall also include any such sign carrying the following words,

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or words of similar import: "for rent," "for sale" or "for lease."

D. SIGNS REGULATED

1. Except as otherwise provided herein, it shall be unlawful for any person to erect or cause to be placed or maintained any sign or signs upon real property in the R-1 or R-2 Zones within the Sign Control District.
2. One sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
  - a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property.
  - b. Such sign shall not exceed 5" x 8" in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected.
  - c. Such sign shall be erected and maintained substantially parallel to the street which such lot or parcel faces.
  - d. Such sign shall be unlighted.
3. Signs for real estate sales offices, demonstration, or model dwelling units, and name plates, shall be

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permitted subject to the conditions provided in the Municipal Code for R-1 and R-2 Zones.

4. In the R-2 Zone, church signs shall be permitted pursuant to the provisions of the R-2 Zone.

E. EXISTING CONTROLS

The requirements of this section shall be in addition and supplementary to all other existing sign controls now in effect for R-1 and R-2 Zones under the provisions of the Code, and shall prevail in the event of any conflict.

SEC. 101.0702 SIGN CONTROL DISTRICT - RANCHO BERNARDO

A. PURPOSE AND INTENT

The Sign Control District is intended to maintain the unique, distinctive character and economic value of the Rancho Bernardo area in the City of San Diego and to regulate advertising of commercial enterprises in the R-1, R-2, A-1-1, A-1-5 and A-1-10 Zones within the boundaries of the Sign Control District.

B. BOUNDARIES

The boundaries of the Rancho Bernardo Sign Control District are designated on that certain map No. C-280 and described in the appended boundary description filed in the office of the City Clerk under Document No. 729898.

C. SIGNS DEFINED

For the purposes of this section, the word "sign" is hereby defined to mean any fabricated sign including its

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structure, consisting of any letter, figure, character, mark, paint, plane, marquee, sign, design, poster, pictorial picture, stroke, strip, line, trademark, reading matter or illuminating device constructed, attached, erected, fastened, or manufactured in any manner whatsoever so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine, or merchandise whatsoever and displayed in any manner whatsoever in or out of doors for recognized advertising purposes, and shall also include any such sign carrying the following words, or words of similar import: "for rent," "for sale" or "for lease."

D. SIGNS REGULATED

1. Except as otherwise provided herein, it shall be unlawful for any person to erect or cause to be placed or maintained any sign or signs upon real property in the R-1, R-2, A-1-1, A-1-5 or A-1-10 Zones within this Sign Control District.
2. One sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
  - a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property.

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- b. Such sign shall be erected and maintained substantially parallel to the street which such lot or parcel faces.
  - c. Such sign shall not exceed 9" x 12" in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected.
  - d. Such sign shall be unlighted.
3. Signs for real estate sales offices, demonstration, or model dwelling units, and name plates, shall be permitted subject to the conditions provided in the Municipal Code for R-1, R-2, A-1-1, A-1-5 and A-1-10 Zones.
4. In the R-2 Zone, church signs shall be permitted pursuant to the provisions of the R-2 Zone.

E. EXISTING CONTROLS

The requirements of this section shall be in addition and supplementary to all other existing sign controls now in effect for R-1, R-2, A-1-1, A-1-5 and A-1-10 Zones under the provisions of the Code, and this section shall prevail in the event of any conflict.

Section 3. Severability. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity

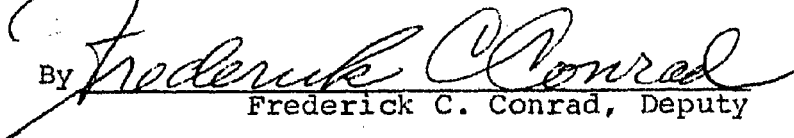
MICROFILMED

of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase hereof irrespective of the fact that any one or more of the sections, subsections, sentences, clauses or phrases hereof be declared invalid or unconstitutional.

Section 4. This ordinance shall take effect and be in force on the thirtieth day from and after its passage. No sign permit for any sign shall be issued on or after the effective date of this ordinance unless the sign and the premises conform in every respect to the provisions of this ordinance and other applicable Municipal Code regulations.

APPROVED: JOHN W. WITT, City Attorney

By

  
Frederick C. Conrad, Deputy

FCC:cav

Rev. pp. 6 & 9

9/7/71

Rev. pp. 2,3,4,5,8 & 9 2/2/72

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Passed and adopted by the Council of The City of San Diego on MAR 14 1972,  
 by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Gil Johnson	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maureen F. O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henry L. Landt	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floyd L. Morrow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Martinet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allen Hitch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jim Bates	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY: PETE WILSON  
 Mayor of The City of San Diego, California.

EDWARD NIELSEN  
 City Clerk of The City of San Diego, California.  
 By Judith A. Miller, Deputy.

(Seal)

I HEREBY CERTIFY that the foregoing ordinance was not finally passed until twelve calendar days had elapsed between the day of its introduction and the day of its final passage, to wit, on

FEB 22 1972, and on MAR 14 1972.

~~I FURTHER CERTIFY that said ordinance was read in full prior to its final passage.~~

I FURTHER CERTIFY that the reading of said ordinance in full was dispensed with by a vote of not less than a majority of the members elected to the Council, and that there was available for the consideration of each member of the Council and the public prior to the day of its passage a written or printed copy of said ordinance.

EDWARD NIELSEN  
 City Clerk of The City of San Diego, California.

By Judith A. Miller, Deputy.

(Seal)

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Office of the City Clerk, San Diego, California  
**MAY 1 1978**

Ordinance Number 10795 Adopted MAR 14 1972

ATTORNEY (S)

\* CITY OF SAN DIEGO  
202 "C" Street  
Community Concourse  
San Diego, California 92101

RECEIVED  
CITY CLERK'S OFFICE  
1972 MAR 30 PM 4:02  
SAN DIEGO, CALIF.

CERTIFICATE OF PUBLICATION

No.

IN THE MATTER OF

RELATING TO GENERAL SIGN REGULATIONS

I, Patricia M. Applestill hereby certify that San Diego Daily Transcript is a daily newspaper of general circulation within the provisions of the Government Code of the State of California, printed and published in the City of San Diego, County of San Diego, State of California; that I am the principal clerk of said newspaper; that the

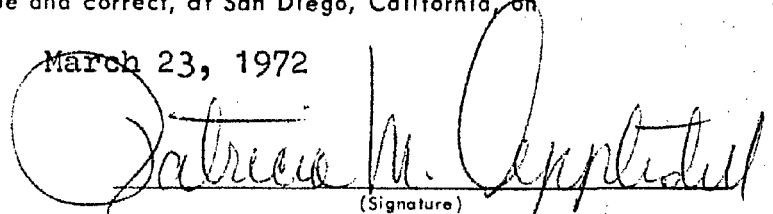
ORDINANCE NO. 10795 (NEW SERIES)

to a true and correct copy of which this certificate is annexed was published in said newspaper on

March 23, 1972

I certify under penalty of perjury that the foregoing is true and correct, at San Diego, California, on

March 23, 1972

  
(Signature)

00735

31 3/4"

\$ 133.35

**ORDINANCE NO. 10785**  
(NEW SERIES)

AN ORDINANCE AMENDING CHAPTER IX, ARTICLE 5, OF THE SAN DIEGO MUNICIPAL CODE, BY REPEALING SECTIONS 95.0103.11, 95.0103.12, 95.0301, 95.0302, 95.0302.5, 95.0302.6, 95.0303, 95.0304, 95.0305, 95.0306, 95.0307, 95.0308, 95.0309, 95.0321, 95.0322, 95.0323, 95.0324, 95.0325, 95.0326 AND 95.0327, AND AMENDING CHAPTER X, ARTICLE 1, OF THE SAN DIEGO MUNICIPAL CODE BY AMENDING THE TITLE OF DIVISION 7 AND ADDING SECTIONS 101.0700, 101.0701 AND 101.0702, RELATING TO GENERAL SIGN REGULATIONS.

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Chapter IX, Article 5, of the San Diego Municipal Code be amended by repealing the following sections:

- SEC 95.0103.11 SIGN CONTROL DISTRICT (LA JOLLA AREA)
- SEC 95.0103.12 SIGN CONTROL DISTRICT -- RANCHO BERNARDO
- SEC 95.0301 PURPOSE
- SEC 95.0302 DEFINITIONS
- SEC 95.0302.5 OUTDOOR ADVERTISING DISPLAY SIGN -- DEFINED
- SEC 95.0302.6 SIGN -- DEFINED
- SEC 95.0303 PROHIBITED SIGNS
- SEC 95.0304 REMOVAL REQUIRED
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- SEC 95.0306 CONSTRUCTION STANDARDS
- SEC 95.0307 PERMITS
- SEC 95.0308 DISPLAY SIGNS -- BOARD OF ZONING APPEALS
- SEC 95.0309 ENFORCEMENT
- SEC 95.0321 U. S. HIGHWAY 80 -- REGULATED
- SEC 95.0322 U. S. HIGHWAY 305 -- REGULATED
- SEC 95.0323 FEDERAL AID INTERSTATE (5) -- REGULATED
- SEC 95.0324 SOLEDAD FREEWAY -- REGULATED
- SEC 95.0325 STATE HIGHWAY 94 -- REGULATED
- SEC 95.0326 INTERSTATE 805 -- REGULATED
- SEC 95.0327 STATE HIGHWAY 109 -- REGULATED

Section 2. That Chapter X, Article 1, of the San Diego Municipal Code be amended by changing the Title of Division 7 and adding Sections 101.0700, 101.0701 and 101.0702 to read as follows:

**DIVISION 7  
GENERAL SIGN REGULATIONS**

**SEC. 101.0700 PROHIBITION AND ABATEMENT OF  
OUTDOOR ADVERTISING DISPLAY SIGNS**

**A. PURPOSE AND INTENT**

It is the purpose of these regulations to eliminate excessive and confusing sign displays which do not relate to the premises on which they are located; to eliminate hazards to pedestrians and motorists brought about by distracting sign displays; to ensure that signing is used as identification and not as advertisement; and to preserve and improve the appearance of the City as a place in which to live and work.

It is the intent of these regulations to protect an important aspect of the economic base of the City by preventing the destruction of the natural beauty and environment of the City, which is instrumental in attracting nonresidents who come to visit, trade, vacation or attend conventions; to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; and to protect the public health, safety and general welfare.

**B. OFF-PREMISE OUTDOOR ADVERTISING DISPLAY SIGNS  
PROHIBITED**

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1. Any sign identifying a use, facility or service which is not located on the premises.
2. Any sign identifying a product which is not produced, sold or manufactured on the premises.
3. Any sign which advertises or otherwise directs attention to a product, service or activity, event, person, institution or business which may or may not be identified by a brand name and which occurs or is generally conducted, sold, manufactured, produced or offered elsewhere than on the premises where such sign is located.

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**D. ABATEMENT SCHEDULE**

All nonconforming signs shall be removed or brought into compliance with the Code requirements in accordance with the abatement schedule set forth below. In order to utilize the abatement schedule, the owner of record, or his agent, shall make available the market value, as of April 1, 1972, of any sign or signs which have been deemed nonconforming by the provisions of these regulations. The market value of nonconforming signs shall be based on the original cost, including cost of installation, of said sign less ten percent of the original cost per year for each year said sign has been standing prior to the effective date of these regulations.

The date of erection of any nonconforming sign shall be established by the presentation by the owner of record of the sign, or his agent, of a certified copy of the corresponding building permit on file in the Department of Building Inspection of The City of San Diego. Any sign erected without the issuance of a valid building permit shall be deemed an illegal sign and shall be removed immediately.

All required documentation concerning the market value and erection date of any nonconforming sign shall be presented to the Zoning Administrator within ten days of reception of notice of nonconformance. The Zoning Administrator shall determine to his satisfaction the validity of all presented documentation. Any decision of the Zoning Administrator may be appealed in accordance with Sections 101.0504 and 101.0505 of this Code.

Abatement Schedule	Abatement Date
Adjusted Market Value	
Less than \$500.00	April 1, 1973
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1,000.00 to 1,499.99	October 1, 1973
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2,000.00 to 2,999.99	April 1, 1974
3,000.00 to 3,999.99	July 1, 1974
4,000.00 to 4,999.99	October 1, 1974
5,000.00 to 7,499.99	January 1, 1975
7,500.00 to 9,999.99	April 1, 1975
10,000.00 to 12,499.99	July 1, 1975
12,500.00 to 14,999.99	October 1, 1975
15,000.00 to 19,999.99	January 1, 1976
20,000.00 and over	April 1, 1976

Notwithstanding any other provisions of this Code, all outdoor advertising displays which are not signs designating the name of the owner or of the premises upon which such signs are placed or which do not identify such premises or which do not identify the goods or services rendered on the property upon which such signs are placed and which are signs designed to be viewed from any portion of a freeway, landscaped freeway, scenic highway or freeway or parkway as defined in Sections 95.0302.1, 95.0302.2, 95.0302.3 and 95.0302.4 of this Code and are located within 500 feet from the boundary line of said freeway, landscaped freeway, scenic highway or freeway or parkway shall be abated within 90 days of the effective date of these regulations. Any such sign not abated within 90 days of the effective date of these regulations shall be subject to all of the provisions of Section 101.0700, paragraph E.

**E. REMOVAL OF NONCONFORMING SIGNS**  
Any sign that is in noncompliance with the regulations of this Code as defined in Section 101.0700 shall be removed prior to or upon the date designated for removal in the above abatement schedule. If the owner of, or the person or persons responsible for, the premises upon which the sign is located shall be responsible for the removal of the sign and the work shall be done within 90 days following the date of the nonconformance. The procedure for the removal of all nonconforming signs shall be as follows:

1. The Zoning Administrator, after proper notification, may cause the removal of any nonconforming sign and shall, at his discretion, charge the costs incurred against any of the following, each of whom shall be jointly and severally liable for said charges; provided, however, that any decision or determination of the Zoning Administrator may be appealed in accordance with Sections 101.0504 and 101.0505 of this Code.
  - a. The permittee.
  - b. The owner of the sign.
  - c. The owner of the premises on which the sign is located.
  - d. The occupant of the premises on which the sign is located.
2. A sign removed by the City shall be held not less than 30 days upon payment to the City for costs of removal and storage. If not recovered prior to expiration of the 30-day period, the sign and supporting structures shall be declared abandoned and title thereto shall vest in the City and the cost of removal shall be billed to the owner.

**F. SIGNS EXEMPT FROM THESE REGULATIONS**  
The following types of signs shall be exempt from the provisions of these regulations:

1. Any sign erected and maintained pursuant to and in discharge of any governmental function or required by any law, ordinance or governmental regulation.
2. Bench signs located at designated public transit bus stops; provided, however, that such signs shall have any necessary permits required by Sections 62.0501 and 62.0502 of this Code.
3. Signs being manufactured, transported and/or stored within the City limits of the City of San Diego shall be exempt; provided, however, that such signs are not used, in any manner or form, for purposes of advertising at the place or places of manufacture or organization.
4. Commemorative plaques of recognized historical societies and organizations.
5. Religious symbols, legal holiday decorations and identification emblems of religious orders or historical societies.
6. Signs located within malls, courts, arcades, porches, patios and similar areas where such signs are not visible from any point on the boundary of the premises.
7. Signs designating the premises for sale, rent or lease; provided, however, that any such sign shall conform to all regulations of the particular zone in which it is located.
8. Public service signs limited to the depiction of time, temperature or news; provided, however, that any such sign shall conform to all regulations of the particular zone in which it is located.
9. Signs on vehicles regulated by the City that provide public transportation including, but not limited to, buses and taxicabs.
10. Signs on licensed commercial vehicles, including trailers; provided, however, that such vehicles shall not be utilized as parked or stationary outdoor display signs.
11. Temporary off-premise subdivision directional signs if permitted by a conditional use permit granted by the Zoning Administrator.

**G. CONFLICT WITH OTHER REGULATIONS OF THIS CODE**  
Where there is a conflict between the regulations of Section 101.0700 and the regulations of any other section of this Code, the regulations of Section 101.0700 shall prevail; provided, however, that the regulations of other sections shall prevail in the following cases:

1. Where a sign control district has been established by ordinance.
2. Where a sign control district has been established by ordinance, provided that the assigned regulations of said district are comprehensive and provide sign regulations for all zones located within said district.
3. Where a planned district has been established in accordance with the procedure set forth in Section 103.0101 of this Code, provided that any such planned district regulations shall include comprehensive sign regulations encompassing the entire planned district area.
4. Where an architectural control district has been established by ordinance, provided that any such architectural control district regulations shall include comprehensive sign regulations encompassing the entire architectural control district area.

**H. COMPLIANCE WITH CHAPTER IX OF THIS CODE**  
Nothing in the regulations of Section 101.0700 shall relieve any party from the requirements to obtain any or all permits required by Chapter IX of this Code.

### SEC. 101.0701. SIGN CONTROL DISTRICT—LA JOLLA

**A. PURPOSE AND INTENT**  
The Sign Control District is intended to maintain the unique, distinctive character and economic value of the La Jolla area in the City of San Diego and to regulate advertising of commercial enterprises in the R-1 and R-2 Zones within the boundaries of the Sign Control District.

**B. BOUNDARIES**  
The boundaries of the La Jolla Sign Control District are designated on that certain map No. C-207 and described in the appended boundary description filed in the office of the City Clerk under Document No. 709551.

### C. SIGN DEFINED

For the purposes of this section the word sign is hereby defined to mean any fabricated sign including its structure, consisting of any letter, figure, character, mark, paint, plane, marquee, sign, design, poster, pictorial picture, stroke, strip, line, trademark, reading matter or illuminating device constructed, attached, erected, fastened, or manufactured in any manner whatsoever so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine, or merchandise whatsoever and displayed in any manner whatsoever in or out of doors for recognized advertising purposes, and shall also include any such sign carrying the

follo words, or words of similar import: "for rent," "for sale" or "for lease."

**D. SIGNS REGULATED**

1. Except as otherwise provided herein, it shall be unlawful for any person to erect or cause to be placed or maintained any sign or signs upon real property in the R-1 or R-2 Zones within the Sign Control District.
2. One sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
  - a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property.
  - b. Such sign shall not exceed 6" x 8" in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected.
  - c. Such sign shall be erected and maintained substantially parallel to the street which such lot or parcel faces.
  - d. Such sign shall be unlighted.
3. Signs for real estate sales offices, demonstration, or model dwelling units, and name plates, shall be permitted subject to the conditions provided in the Municipal Code for R-1 and R-2 Zones.
4. In the R-2 Zone, church signs shall be permitted pursuant to the provisions of the R-2 Zone.

**E. EXISTING CONTROLS**

The requirements of this section shall be in addition and supplementary to all other existing sign controls now in effect for R-1 and R-2 Zones under the provisions of the Code, and shall prevail in the event of any conflict.

**SEC. 101.0702 SIGN CONTROL DISTRICT--RANCHO BERNARDO**

**A. PURPOSE AND INTENT**

The Sign Control District is intended to maintain the unique, distinctive character and economic value of the Rancho Bernardo area in the City of San Diego and to regulate advertising of commercial enterprises in the R-1, R-2, A-1-1, A-1-5 and A-1-10 Zones within the boundaries of the Sign Control District.

**B. BOUNDARIES**

The boundaries of the Rancho Bernardo Sign Control District are designated on that certain map No. C280 and described in the appended boundary description filed in the office of the City Clerk under Document No. 720898.

**C. SIGNS DEFINED**

For the purposes of this section, the word "sign" is hereby defined to mean any fabricated sign including its structure, consisting of any letter, figure, character, mark, paint, plane, marquee, sign, design, poster, pictorial picture, stroke, strip, line, trademark, reading matter or illuminating device constructed, attached, erected, fastened, or manufactured in any manner whatsoever so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine, or merchandise whatsoever and displayed in any manner whatsoever in or out of doors for recognized advertising purposes, and shall also include any such sign carrying the following words, or words of similar import: "for rent," "for sale" or "for lease."

**D. SIGNS REGULATED**

1. Except as otherwise provided herein, it shall be unlawful for any person to erect or cause to be placed or maintained any sign or signs upon real property in the R-1, R-2, A-1-1, A-1-5 or A-1-10 Zones within this Sign Control District.
2. One sign shall be permitted on each lot or parcel of real estate, to advertise the leasing, rental or sale of such lot or parcel, provided that such sign meets all of the following conditions:
  - a. Such sign shall be installed and maintained by, or at the direction of, the owner of such lot or parcel of real property.
  - b. Such sign shall be erected and maintained substantially parallel to the street which such lot or parcel faces.
  - c. Such sign shall not exceed 9" x 12" in size and no part of such sign shall extend more than four feet above the surface of the ground upon which it is erected.
  - d. Such sign shall be unlighted.
3. Signs for real estate sale offices, demonstration, or model dwelling units, and name plates, shall be permitted subject to the conditions provided in the Municipal Code for R-1, R-2, A-1-1, A-1-5 and A-1-10 Zones.
4. In the R-2 Zone, church signs shall be permitted pursuant to the provisions of the R-2 Zone.

**E. EXISTING CONTROLS**

The requirements of this section shall be in addition and supplementary to all other existing sign controls now in effect for R-1, R-2, A-1-1, A-1-5 and A-1-10 Zones under the provisions of the Code, and this section shall prevail in the event of any conflict.

Section 3. Severability. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase hereof irrespective of the fact that any one or more of the sections, subsections, sentences, clauses or phrases hereof be declared invalid or unconstitutional.

Section 4. This ordinance shall take effect and be in force on the thirtieth day from and after its passage. No sign permit for any sign shall be issued on or after the effective date of this ordinance unless the sign and the premises conform in every respect to the provisions of this ordinance and other applicable Municipal Code regulations.

Introduced on February 22, 1972.  
Passed and adopted by the Council of The City of San Diego on March 14, 1972.

**AUTHENTICATED BY:**

PETE WILSON,  
Mayor of The City of San Diego, California.  
EDWARD NIELSEN,  
City Clerk of The City of San Diego, California.  
By JUDITH A. DILLON, Deputy.