

ORDINANCE NO. 11380 AUG 29 1974
(New Series)

AN ORDINANCE AMENDING CHAPTER X OF THE SAN DIEGO MUNICIPAL CODE BY ADDING ARTICLE 4, DIVISION 1, SECTION 104.0101, RELATING TO SPECIAL SIGN DISTRICTS.

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

Section 1. That Chapter X of the San Diego Municipal Code be amended by adding Article 4, Special Sign Districts, Division 1, Enabling Legislation and Section 104.0101, General Provisions, to read as follows:

ARTICLE 4

SPECIAL SIGN DISTRICTS

DIVISION 1

ENABLING LEGISLATION

SEC. 104.0101 GENERAL PROVISIONS

A. PURPOSE AND INTENT

It is the purpose of this Article to accommodate the special and unique on-premises sign needs of certain commercial and industrial business districts within the City.

It is the intent of this Article to preserve and enhance the cultural, aesthetic, economic and environmental values of certain neighborhoods, communities and business districts within the City while at the same time providing for the

MICROFILMED
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necessary communicative sign identification which will enable the City to function, in a safe manner, as a properly integrated and functional entity. It is further the intent of this Article that Special Sign Districts be only utilized in those portions of the City which are within the boundaries of an adopted community plan or plans.

It is the intent of this Article that all proposed regulations for any Special Sign Districts be in reasonable compliance with the goals and recommendations of the adopted community plan or plans in which area it is proposed to be established.

It is finally the intent of this Article to fulfill part of a basic philosophic approach taken in Chapter X, Article 1, Division 11 of this Code. This approach involves the recognition that alternative options should be made available for special and unique districts within the City of San Diego which have special sign needs that may be different from that provided for in the basic city-wide provisions.

B. SPECIAL SIGN DISTRICTS DEFINED

For the purpose of Chapter X, Article 4 of this Code, Special Sign District shall mean any single, legally described area within the City of San Diego and which has been designated a Special Sign District by the City Council.

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The district, including subdistricts, if any, shall be within the boundaries of a community plan or plans adopted by the City Council and on file in the office of the City Clerk. The plan shall be in such detail as is necessary to permit the evaluation of the proposed sign regulations for the Special Sign District.

C. PERMITTED SIGNS

In a Special Sign District, no on-premises sign or sign structure shall be erected, placed, constructed, altered, moved, enlarged, installed, displayed or maintained unless the sign or sign structure complies with the sign regulations in force in the Special Sign District.

D. ESTABLISHMENT OF SIGN REGULATIONS

For a Special Sign District, the Planning Commission shall approve regulatory provisions for all signs permitted on either a district-wide basis or on a subdistrict basis. The following regulatory provisions for on-premises signs may be established within a Special Sign District:

1. Number.
2. Maximum height.
3. Maximum gross area.
4. Maximum display area.
5. Type.
6. Relationships to street frontages.

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7. Interrelationships between signs.
8. Permitted copy.
9. Residential proximity.
10. Minimum clearances.
11. Relationships to public rights-of-way.
12. Rotation and other forms of movement.
13. Illumination.
14. Animation and other visual effects.
15. Temporary signs.
16. Flags, banners, pennants and other similar devices.
17. Any other regulatory provision necessary to the effectuation of the adopted community plan or plans covering the area of which the Special Sign District is a part.

E. INITIATION

The establishment, repeal, change in boundaries or change in sign regulations of a Special Sign District may be initiated by the Planning Commission, by the City Council, or by a petition filed with the Planning Commission in the office of the Planning Department. Said petition shall contain the signatures of the record owners or lessees of record of at least sixty percent (60%) of the commercially and industrially zoned land area lying within the established business district. Application shall be made upon a

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prescribed form which shall be accompanied by such data as may be required.

F. NOTICE OF HEARING

Upon receipt of an application filed pursuant to paragraph "E." of this section, the Planning Commission shall set a date for a public hearing and give notice of time, place and purpose of such hearing by:

1. At least one publication of a notice in the City official newspaper not less than ten days prior to the date of the hearing; and
2. Depositing in the United States mail, postage prepaid, at least ten days prior to the date of the hearing, a notice addressed to the owner of each parcel of land within the boundaries of the proposed Special Sign District and to the owner of each parcel of land within 300 feet of the boundaries of the proposed Special Sign District. The last known name and address of each owner as shown on the records of the County Assessor may be used for this notice.

Notice required in paragraph "F.2." of this section shall be headed "NOTICE OF PUBLIC HEARING" in letters not less than one inch in height. The notice shall briefly describe the boundaries of the proposed Special Sign District

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and shall state that the Planning Commission, at the conclusion of the hearing, reserves the right to make any of the following findings to the City Council:

1. That all or any lesser portion of the property be placed in a Special Sign District and that appropriate special sign regulations be made applicable to the said property.
2. That none of the property be placed in a Special Sign District.

G. ACTION BY THE PLANNING COMMISSION

After conducting the advertised public hearing, the Planning Commission may recommend to the Council by affirmative vote of not less than a majority of its total voting members, the adoption of an ordinance which will accomplish one or more of the following:

1. Incorporate all or a lesser portion of the property described in the notice given pursuant to paragraph "F." in the Special Sign District and impose special sign regulations.
2. Change the boundaries, as set forth in said notice, of an established Special Sign District and when appropriate, impose sign regulations.
3. Change the special sign regulations of an established Special Sign District.

4. Repeal the Special Sign District, as described in said notice.

In lieu of recommending adoption of an ordinance to accomplish one or more of the actions as set forth in paragraph "G." of this section, the Planning Commission may recommend denial of the petition or proposal.

The Planning Commission may recommend that the City Council adopt, change or repeal, any or all of the sign regulations listed in paragraph "D." of this section.

All recommended special sign regulations shall recognize and reflect the special goals, objectives, requirements, criteria and standards of the adopted community plans referred to in paragraph "B." of this section.

In recommending adoption of special sign regulations, a change in Special Sign District boundaries, a change in sign regulations of an established Special Sign District, or the repeal of a Special Sign District, the Planning Commission may recommend City Council adoption of maps and diagrams graphically depicting the proposed special sign regulations or delineating the areas in which specific special sign regulations are to be adopted, changed or repealed. The said maps and diagrams shall be deemed an integral part of the regulations for the Special Sign District.

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In addition, the Planning Commission may recommend that the City Council establish a Special Sign District Review Board to evaluate the appropriateness of any sign or sign structure in relation to the special sign regulations established in a Special Sign District.

H. HEARING SET BEFORE CITY COUNCIL

A notice of the action taken before the Planning Commission shall, as soon as possible after the public hearing or continuance thereof, be filed with the City Clerk. The City Clerk shall thereupon set the matter for a public hearing before the City Council, giving notice of the time, place and purpose of such hearing in the same manner and in the same terms as provided in paragraph " F." of this section.

If the Planning Commission has recommended enactment of an ordinance creating a Special Sign District, changing boundaries or special sign regulations of an existing Special Sign District, or repealing an existing Special Sign District, the City Clerk shall send said recommendation to the City Attorney who shall prepare an ordinance on the terms and conditions as recommended by the Planning Commission for presentation to the Council and introduction thereof at the public hearing.

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In the event the Planning Commission fails to act upon an application pursuant to paragraph "E." of this section, the City Council shall, after the expiration of 120 days from the date of the filing of said application, direct that a public hearing be held before the Council which shall be noticed as provided in paragraph "F." of this section.

I. ACTION BY THE CITY COUNCIL

During the duly advertised public hearing, the City Council shall consider the proposed establishment of a Special Sign District and the adoption of applicable special sign regulations, the proposed change in the boundaries of an established district, the adoption of applicable special sign regulations to an area added to an established district, the proposed repeal of an established district and the special sign regulations applicable to said district or the change in applicable sign regulations in an established district.

At the conclusion of the public hearing, the City Council may take such action as it deems to be in the public interest as to the inclusion of property in a Special Sign District or the exclusion of property from a district or the adoption or modification of special sign regulations to a district, provided, however, that in the absence of

evidence by petition or otherwise that at least a majority (50.01%) of the owners of record or lessees of record within said district are in favor of the establishment of the district and the adoption or modification of special sign regulations to said district, then the City Council shall abandon said proceedings and the district shall not be formed.

Any such action taken by the Council shall be consistent with public necessity, convenience and general welfare. All special sign regulations adopted by ordinance shall recognize and reflect the special goals, objectives, requirements, criteria and standards of the community plan or plans covering the area of which the Special Sign District is a part.

In addition, the City Council may establish a Special Sign District Review Board to evaluate the appropriateness of any sign, sign structure or demolition of any sign or sign structure in relation to the special sign regulations established in a Special Sign District. Any ordinance establishing a Special Sign District Review Board shall describe the precise powers and duties of the Board, method of appointing members, tenure of office and such other procedures and regulations the City Council may deem necessary.

J. SUSPENSION OF REGULAR SIGN REGULATIONS

Whenever the City Council shall establish a Special Sign

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MAY 3 1978

(T&LU Com. Recommendation)

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District and adopt special sign regulations for said district or shall add additional land area to an established district, the ordinance or ordinances shall replace those regular sign regulations embodied in Chapter X, Article 1, Division 11 of this Code and apply sign regulations to all property within the district boundaries.

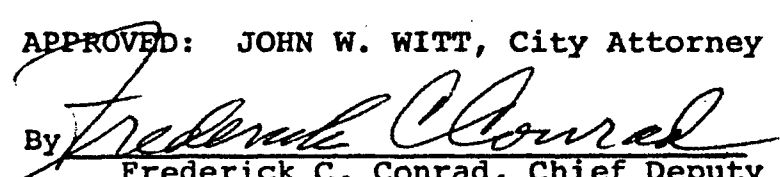
K. REINSTATEMENT OF REGULAR SIGN REGULATIONS

Whenever the City Council adopts an ordinance which eliminates territory from a Special Sign District or which repeals the special sign regulations applicable to a Special Sign District in whole or in part, the City Council shall give consideration to the establishment of appropriate regular sign regulations as embodied in Chapter X, Article 1, Division 11 of this Code.

Section 2. This ordinance shall take effect and be in force on the thirtieth day from and after its passage.

APPROVED: JOHN W. WITT, City Attorney

By


Frederick C. Conrad, Chief Deputy

FCC:mmb
8-2-74

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MICROFILMED

MAY 3 1978

(T&LU Com. Recommendation)

01461

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AUG 29 1974

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

Councilmen	Yeas	Nays	Excused	Absent
Gil Johnson	<input checked="" type="checkbox"/>	<input 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"/>
Lee Hubbard	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jim Ellis	<input checked="" type="checkbox"/>	<input 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.

(Seal)

By Patricia Polen, Deputy.

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

AUG 15 1974

AUG 29 1974

~~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.

(Seal)

By Patricia Polen, Deputy.

RECEIVED
CITY CLERK'S OFFICE
1974 AUG -7 AM 10:37
SAN DIEGO, CALIF.

CC-1255-A (REV. 11-73)

MICROFILMED
MAY 3 1978

Office of the City Clerk, San Diego, California	
Ordinance Number	11380 Adopted AUG 29 1974
	1462 <i>(dt)</i>

RECEIVED
CITY CLERK'S OFFICE

1974 SEP -9 AM 10:25 *eg*

SAN DIEGO, CALIF.

ATTORNEY (S)

San Diego, City of
12th Floor City Admin. Bldg.
San Diego, Ca. 92101

CERTIFICATE OF PUBLICATION

No. _____

IN THE MATTER OF

**AN ORDINANCE AMENDING CHAPTER X OF THE SAN DIEGO
MUNICIPAL CODE BY ADDING ARTICLE 4 DIVISION 1, etc.**

SEP 09 1974 *eg*

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. 11380

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

September 5, 1974

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

September 5, 1974

Patricia M. Applestill

(Signature)

39" @ 4.42

7172.38 *eg*

01463

AN ORDINANCE AMENDING CHAPTER X OF THE SAN DIEGO MUNICIPAL CODE BY ADDING ARTICLE 4, DIVISION 1, SECTION 104.0101, RELATING TO SPECIAL SIGN DISTRICTS.

BE IT ORDAINED, by the Council of The City of San Diego, as follows: Section 1. That Chapter X of the San Diego Municipal Code be amended by adding Article 4, Special Sign Districts, Division 1, Enabling Legislation and Section 104.0101, General Provisions, to read as follows:

**ARTICLE 4
SPECIAL SIGN DISTRICTS
DIVISION 1
ENABLING LEGISLATION**

SEC. 104.0101 GENERAL PROVISIONS

A. PURPOSE AND INTENT

It is the purpose of this Article to accommodate the special and unique on-premises sign needs of certain commercial and industrial business districts within the City.

It is the intent of this Article to preserve and enhance the cultural, aesthetic, economic and environmental values of certain neighborhoods, communities and business districts within the City while at the same time providing for the necessary communicative sign identification which will enable the City to function, in a safe manner, as a properly integrated and functional entity. It is further the intent of this Article that Special Sign Districts be only utilized in those portions of the City which are within the boundaries of an adopted community plan or plans.

It is the intent of this Article that all proposed regulations for any Special Sign Districts be in reasonable compliance with the goals and recommendations of the adopted community plan or plans in which area it is proposed to be established.

It is finally the intent of this Article to fulfill part of a basic philosophic approach taken in Chapter X, Article 1, Division 11 of this Code. This approach involves the recognition that alternative options should be made available for special and unique districts within the City of San Diego which have special sign needs that may be different from that provided for in the basic city-wide provisions.

B. SPECIAL SIGN DISTRICTS DEFINED

For the purpose of Chapter X, Article 4 of this Code, Special Sign District shall mean any single, legally described area within the City of San Diego and which has been designated a Special Sign District by the City Council. The district, including subdistricts, if any, shall be within the boundaries of a community plan or plans adopted by the City Council and on file in the office of the City Clerk. The plan shall be in such detail as is necessary to permit the evaluation of the proposed sign regulations for the Special Sign District.

C. PERMITTED SIGNS

In a Special Sign District, no on-premises sign or sign structure shall be erected, placed, constructed, altered, moved, enlarged, installed, displayed or maintained unless the sign or sign structure complies with the sign regulations in force in the Special Sign District.

D. ESTABLISHMENT OF SIGN REGULATIONS

For a Special Sign District, the Planning Commission shall approve regulatory provisions for all signs permitted on either a district-wide basis or on a subdistrict basis. The following regulatory provisions for on-premises signs may be established within a Special Sign District:

1. Number.
2. Maximum height.
3. Maximum gross area.
4. Maximum display area.
5. Type.
6. Relationships to street frontages.
7. Interrelationships between signs.
8. Permitted copy.
9. Residential proximity.
10. Minimum clearances.
11. Relationships to public rights-of-way.
12. Rotation and other forms of movement.
13. Illumination.
14. Animation and other visual effects.
15. Temporary signs.
16. Flags, banners, pennants and other similar devices.
17. Any other regulatory provision necessary to the effectuation of the adopted community plan or plans covering the area of which the Special Sign District is a part.

E. INITIATION

The establishment, repeal, change in boundaries or change in sign regulations of a Special Sign District may be initiated by the Planning Commission, by the City Council, or by a petition filed with the Planning Commission in the office of the Planning Department. Said petition shall contain the signatures of the record owners or lessees of record of at least fifty per cent (50%) of the commercially and industrially zoned land area lying within the established business district. Application shall be made upon a prescribed form which shall be accompanied by such data as may be required.

F. NOTICE OF HEARING

Upon receipt of an application filed pursuant to paragraph "E." of this section, the Planning Commission shall set a date for a public hearing and give notice of time, place and purpose of such hearing by:

1. At least one publication of a notice in the City official newspaper not less than ten days prior to the date of the hearing; and
2. Depositing in the United States mail, postage prepaid, at least ten days prior to the date of the hearing, a notice addressed to the owner of each parcel of land within the boundaries of the proposed Special Sign District and to the owner of each parcel of land within 300 feet of the boundaries of the proposed Special Sign District. The last known name and address of each owner as shown on the records of the County Assessor may be used for this notice.

Notice required in paragraph "F.2" of this section shall be headed "NOTICE OF PUBLIC HEARING" in letters not less than one inch in height. The notice shall briefly describe the boundaries of the proposed Special Sign District and shall state that the Planning Commission, at the conclusion of the hearing, reserves the right to make any of the

...by affirmative vote of not less than a majority of the voting members, the adoption of an ordinance which will accomplish one or more of the following:

1. Incorporate all or a lesser portion of the property described in the notice given pursuant to paragraph "F." in the Special Sign District and impose special sign regulations.
2. Change the boundaries, as set forth in said notice, of an established Special Sign District and when appropriate, impose sign regulations.
3. Change the special sign regulations of an established Special Sign District.
4. Repeal the Special Sign District, as described in said notice.

In lieu of recommending adoption of an ordinance to accomplish one or more of the actions as set forth in paragraph "G." of this section, the Planning Commission may recommend denial of the petition or proposal.

The Planning Commission may recommend that the City Council adopt, change or repeal, any or all of the sign regulations listed in paragraph "D." of this section.

All recommended special sign regulations shall recognize and reflect the special goals, objectives, requirements, criteria and standards of the adopted community plans referred to in paragraph "B." of this section.

In recommending adoption of special sign regulations, a change in Special Sign District boundaries, a change in sign regulations of an established Special Sign District, or the repeal of a Special Sign District, the Planning Commission may recommend City Council adoption of maps and diagrams graphically depicting the proposed special sign regulations or delineating the areas in which specific special sign regulations are to be adopted, changed or repealed. The said maps and diagrams shall be deemed an integral part of the regulations for the Special Sign District.

In addition, the Planning Commission may recommend that the City Council establish a Special Sign District Review Board to evaluate the appropriateness of any sign or sign structure in relation to the special sign regulations established in a Special Sign District.

H. HEARING SET BEFORE CITY COUNCIL

A notice of the action taken before the Planning Commission shall, as soon as possible after the public hearing or continuance thereof, be filed with the City Clerk. The City Clerk shall thereupon set the matter for a public hearing before the City Council, giving notice of the time, place and purpose of such hearing in the same manner and in the same terms as provided in paragraph "F." of this section.

If the Planning Commission has recommended enactment of an ordinance creating a Special Sign District, changing boundaries or special sign regulations of an existing Special Sign District, or repealing an existing Special Sign District, the City Clerk shall send said recommendation to the City Attorney who shall prepare an ordinance on the terms and conditions as recommended by the Planning Commission for presentation to the Council and introduction thereof at the public hearing.

In the event the Planning Commission fails to act upon an application pursuant to paragraph "E." of this section, the City Council shall, after the expiration of 120 days from the date of the filing of said application, direct that a public hearing be held before the Council which shall be noticed as provided in paragraph "F." of this section.

I. ACTION BY THE CITY COUNCIL

During the duly advertised public hearing, the City Council shall consider the proposed establishment of a Special Sign District and the adoption of applicable special sign regulations, the proposed change in the boundaries of an established district, the adoption of applicable special sign regulations to an area added to an established district, the proposed repeal of an established district and the special sign regulations applicable to said district or the change in applicable sign regulations in an established district.

At the conclusion of the public hearing, the City Council may take such action as it deems to be in the public interest as to the inclusion of property in a Special Sign District or the exclusion of property from a district or the adoption or modification of special sign regulations to a district.

Any such action taken by the Council shall be consistent with public necessity, convenience and general welfare. All special sign regulations adopted by ordinance shall recognize and reflect the special goals, objectives, requirements, criteria and standards of the community plan or plans covering the area of which the Special Sign District is a part.

In addition, the City Council may establish a Special Sign District Review Board to evaluate the appropriateness of any sign, sign structure or demolition of any sign or sign structure in relation to the special sign regulations established in a Special Sign District. Any ordinance establishing a Special Sign District Review Board shall describe the precise powers and duties of the Board, method of appointing members, tenure of office and such other procedures and regulations the City Council may deem necessary.

J. SUSPENSION OF REGULAR SIGN REGULATIONS

Whenever the City Council shall establish a Special Sign District and adopt special sign regulations for said district or shall add additional land area to an established district, the ordinance or ordinances shall replace those regular sign regulations embodied in Chapter X, Article 1, Division 11 of this Code and apply sign regulations to all property within the district boundaries.

K. REINSTATEMENT OF REGULAR SIGN REGULATIONS

Whenever the City Council adopts an ordinance which eliminates territory from a Special Sign District or which repeals the special sign regulations applicable to a Special Sign District in whole or in part, the City Council shall give consideration to the establishment of appropriate regular sign regulations as embodied in Chapter X, Article 1, Division 11 of this Code.

Section 2. This ordinance shall take effect and be in force on the thirtieth day from and after its passage.

Introduced on August 15, 1974.

Passed and adopted by the Council of The City of San Diego on August 21, 1974.

AUTHENTICATED BY:

PETE WILSON
Mayor of The City of San Diego, California
EDWARD M. ...

RECEIVED
CITY CLERK'S OFFICE
1974 SEP 30 PM 3:19 *eg*
SAN DIEGO, CALIF.

ATTORNEY (S)

* San Diego, City of
12th Floor, City Admin. Center
202 West C Street
San Diego, Ca. 92101

CERTIFICATE OF PUBLICATION

No. _____

IN THE MATTER OF

AN ORDINANCE AMENDING CHAPTER X OF THE SAN DIEGO MUNICIPAL
CODE BY ADDING ARTICLE 4, DIVISION 1, etc.

SEP 30 1974 *eg*

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. 11380

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

September 26, 1974

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

September 26, 1974

Patricia M. Applestill
(Signature)

38 3/4" @ 4.42

171.28 *eg*
01466

ORDINANCE NO. 1120

(New Series)

AN ORDINANCE AMENDING CHAPTER X OF THE SAN DIEGO MUNICIPAL CODE BY ADDING ARTICLE 4, DIVISION 1, SECTION 104.0101, RELATING TO SPECIAL SIGN DISTRICTS.
BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Chapter X of the San Diego Municipal Code be amended by adding Article 4, Special Sign Districts, Division 1, Enabling Legislation and Section 104.0101, General Provisions, to read as follows:

**ARTICLE 4
SPECIAL SIGN DISTRICTS
DIVISION 1**

ENABLING LEGISLATION

SEC. 104.0101 GENERAL PROVISIONS

A. PURPOSE AND INTENT

It is the purpose of this Article to accommodate the special and unique on-premises sign needs of certain commercial and industrial business districts within the City.

It is the intent of this Article to preserve and enhance the cultural, aesthetic, economic and environmental values of certain neighborhoods, communities and business districts within the City while at the same time providing for the necessary communicative sign identification which will enable the City to function, in a safe manner, as a properly integrated and functional entity. It is further the intent of this Article that Special Sign Districts be only utilized in those portions of the City which are within the boundaries of an adopted community plan or plans.

It is the intent of this Article that all proposed regulations for any Special Sign Districts be in reasonable compliance with the goals and recommendations of the adopted community plan or plans in which area it is proposed to be established.

It is finally the intent of this Article to fulfill part of a basic philosophic approach taken in Chapter X, Article 1, Division 11 of this Code. This approach involves the recognition that alternative options should be made available for special and unique districts within the City of San Diego which have special sign needs that may be different from that provided for in the basic city-wide provisions.

B. SPECIAL SIGN DISTRICTS DEFINED

For the purpose of Chapter X, Article 4 of this Code, Special Sign District shall mean any single, legally described area within the City of San Diego and which has been designated as a Special Sign District by the City Council. The district, including subdistricts, if any, shall be within the boundaries of a community plan or plans adopted by the City Council and on file in the office of the City Clerk. The plan shall be in such detail as is necessary to permit the evaluation of the proposed sign regulations for the Special Sign District.

C. PERMITTED SIGNS

In a Special Sign District, no on-premises sign or sign structure shall be erected, placed, constructed, altered, moved, enlarged, installed, displayed or maintained unless the sign or sign structure complies with the sign regulations in force in the Special Sign District.

D. ESTABLISHMENT OF SIGN REGULATIONS

For a Special Sign District, the Planning Commission shall approve regulatory provisions for all signs permitted on either a district-wide basis or on a subdistrict basis. The following regulatory provisions for on-premises signs may be established within a Special Sign District:

1. Number.
2. Maximum height.
3. Maximum gross area.
4. Maximum display area.
5. Type.
6. Relationships to street frontages.
7. Interrelationships between signs.
8. Permitted copy.
9. Residential proximity.
10. Minimum clearances.
11. Relationships to public rights-of-way.
12. Rotation and other forms of movement.
13. Illumination.
14. Animation and other visual effects.
15. Temporary signs.
16. Flags, banners, pennants and other similar devices.
17. Any other regulatory provision necessary to the effectuation of the adopted community plan or plans covering the area of which the Special Sign District is a part.

E. INITIATION

The establishment, repeal, change in boundaries or change in sign regulations of a Special Sign District may be initiated by the Planning Commission, by the City Council, or by a petition filed with the Planning Commission in the office of the Planning Department. Said petition shall contain the signatures of the record owners or lessees of record of at least sixty percent (60%) of the commercially and industrially zoned land lying within the established business district. Application shall be made upon a prescribed form which shall be accompanied by such data as may be required.

F. NOTICE OF HEARING

Upon receipt of an application filed pursuant to paragraph "E." of this section, the Planning Commission shall set a date for a public hearing and give notice of time, place and purpose of such hearing by:

1. At least one publication of a notice in the City official newspaper not less than ten days prior to the date of the hearing; and
2. Depositing in the United States mail, postage prepaid, at least ten days prior to the date of the hearing, a notice addressed to the owner of each parcel of land within the boundaries of the proposed Special Sign District and to the owner of each parcel of land within 300 feet of the boundaries of the proposed Special Sign District. The last known name and address of each owner as shown on the records of the County Assessor may be used for this notice.

Notice required in paragraph "F.2." of this section shall be headed "NOTICE OF PUBLIC HEARING" in letters not less than one inch in height. The notice shall briefly describe the boundaries of the proposed Special Sign District and shall state that the Planning Commission, at the conclusion of the hearing, reserves the right to make any of the following changes to the City Council:

1. That any lesser portion of the property be placed in a

ARTICLE 10. THE PLANNING COMMISSION

1. Incorporate all or a lesser portion of the property described in the notice given pursuant to paragraph "F." in the Special Sign District and impose special sign regulations.
 2. Change the boundaries, as set forth in said notice, of an established Special Sign District and when appropriate, impose sign regulations.
 3. Change the special sign regulations of an established Special Sign District.
 4. Repeal the Special Sign District, as described in said notice.
- In lieu of recommending adoption of an ordinance to accomplish one or more of the actions as set forth in paragraph "G." of this section, the Planning Commission may recommend denial of the petition or proposal.

All recommended special sign regulations shall recognize and reflect the special goals, objectives, requirements, criteria and standards of the adopted community plans referred to in paragraph "B." of this section.

In recommending adoption of special sign regulations, a change in Special Sign District boundaries, a change in sign regulations of an established Special Sign District, or the repeal of a Special Sign District, the Planning Commission may recommend City Council adoption of maps and diagrams graphically depicting the proposed special sign regulations or delineating the areas in which specific special sign regulations are to be adopted, changed or repealed. The said maps and diagrams shall be deemed an integral part of the regulations for the Special Sign District.

In addition, the Planning Commission may recommend that the City Council establish a Special Sign District Review Board to evaluate the appropriateness of any sign or sign structure in relation to the special sign regulations established in a Special Sign District.

H. HEARING SET BEFORE CITY COUNCIL

A notice of the action taken before the Planning Commission shall, as soon as possible after the public hearing or continuance thereof, be filed with the City Clerk. The City Clerk shall thereupon set the matter for a public hearing before the City Council, giving notice of the time, place and purpose of such hearing in the same manner and in the same terms as provided in paragraph "F." of this section.

If the Planning Commission has recommended enactment of an ordinance creating a Special Sign District, changing boundaries of special sign regulations of an existing Special Sign District, or repealing an existing Special Sign District, the City Clerk shall send said recommendation to the City Attorney who shall prepare an ordinance on the terms and conditions as recommended by the Planning Commission for presentation to the Council and introduction thereof at the public hearing.

In the event the Planning Commission fails to act upon an application pursuant to paragraph "E." of this section, the City Council shall, after the expiration of 120 days from the date of the filing of said application, direct that a public hearing be held before the Council which shall be noticed as provided in paragraph "F." of this section.

I. ACTION BY THE CITY COUNCIL

During the duly advertised public hearing, the City Council shall consider the proposed establishment of a Special Sign District and the adoption of applicable special sign regulations, the proposed change in the boundaries of an established district, the adoption of applicable special sign regulations to an area added to an established district, the proposed repeal of an established district and the special sign regulations applicable to said district or the change in applicable sign regulations in an established district.

At the conclusion of the public hearing, the City Council may take such action as it deems to be in the public interest as to the inclusion of property in a Special Sign District or the exclusion of property from a district or the adoption or modification of special sign regulations in a district, provided, however, that in the absence of evidence by petition or otherwise that at least a majority (50.01%) of the owners of record or lessees of record within said district are in favor of the establishment of the district and the adoption or modification of special sign regulations to said district, then the City Council shall abandon said proceedings and the district shall not be formed.

Any such action taken by the Council shall be consistent with public necessity, convenience and general welfare. All special sign regulations adopted by ordinance shall recognize and reflect the special goals, objectives, requirements, criteria and standards of the community plan or plans covering the area of which the Special Sign District is a part.

In addition, the City Council may establish a Special Sign District Review Board to evaluate the appropriateness of any sign, sign structure or demolition of any sign or sign structure in relation to the special sign regulations established in a Special Sign District. Any ordinance establishing a Special Sign District Review Board shall describe the precise powers and duties of the Board, method of appointing members, tenure of office, and such other procedures and regulations the City Council may deem necessary.

J. SUSPENSION OF REGULAR SIGN REGULATIONS

Whenever the City Council shall establish a Special Sign District and adopt special sign regulations for said district or shall add additional land area to an established district, the ordinance or ordinances shall replace those regular sign regulations embodied in Chapter X, Article 1, Division H of this Code and apply sign regulations to all property within the district boundaries.

K. REINSTATEMENT OF REGULAR SIGN REGULATIONS

Whenever the City Council adopts an ordinance which eliminates territory from a Special Sign District or which repeals the special sign regulations applicable to a Special Sign District in whole or in part, the City Council shall give consideration to the establishment of appropriate regular sign regulations as embodied in Chapter X, Article 1, Division H of this Code.

Section 7. This ordinance shall take effect and be in force on the thirtieth day from and after its passage.

Introduced on August 13, 1974.
Passed and Adopted by the Council of The City of San Diego on August 14, 1974.

AUTHENTICATED BY:
PETE WILSON,
Mayor of The City of San Diego, California.
EDWARD NIELSEN,
City Clerk of The City of San Diego, California.
PATERICIA POLEN, Deputy