

ORDINANCE NO. 0-15348
(New Series)

O.80-328

SEP 22 1980

AN ORDINANCE AMENDING CHAPTER X, ARTICLE 4 OF THE SAN DIEGO MUNICIPAL CODE BY ADDING DIVISION 2 RELATING TO THE LA JOLLA SPECIAL ON-PREMISES SIGN DISTRICT FOR COMMERCIAL AND INDUSTRIAL ZONES.

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

Section 1. That Chapter X, Article 4 of the San Diego Municipal Code be amended by adding Division 2 to read as follows:

DIVISION 2

THE LA JOLLA SPECIAL ON-PREMISES SIGN DISTRICT FOR COMMERCIAL AND INDUSTRIAL ZONES.

SEC. 104.0200 PURPOSE AND INTENT

It is the intent of this Sign District to preserve and enhance the unique aesthetic and economic values of the commercially and industrially zoned portions of the community of La Jolla.

The purpose of the District is to provide a systematic and comprehensive approach toward meeting the signage needs of the community. In fulfilling this purpose, it is intended that the District will comply with the goals and recommendations of the adopted La Jolla Community Plan.

SEC. 104.0201 APPLICATION

The regulations of this Special Sign District shall be applicable to all commercially and industrially

zoned property within the boundaries of the La Jolla Community Plan as described on the appropriate map and appended boundary description on file in the office of the City Clerk and shall be equally applicable to any other property subsequently placed in a commercial or industrial zone classification if said property lies within the boundaries of the La Jolla Community Plan. This Special Sign District shall not apply to any area encompassed within the boundaries of a planned district unless the provisions of the planned district so stipulate.

SEC. 104.0202 ADMINISTRATION

The regulations of this Special Sign District shall be administered and enforced in a manner identical to the administration and enforcement of the "CITY-WIDE ON-PREMISES SIGN REGULATIONS FOR COMMERCIAL AND INDUSTRIAL ZONES" as set forth in the appropriate sections of Chapters IX and X of this Code.

SEC. 104.0203 DEFINITIONS AND OTHER APPLICABLE REGULATIONS

The definitions to be utilized for the administration and enforcement of the regulations of this Special Sign District shall be those definitions set forth in Division 11 of Article 1 of this Chapter.

Ground, wall and projecting signs shall be permitted as regulated herein and by Division 11 of Article 1; provided, however, that where there are conflicts

the provisions of this Division shall prevail. Roof and high-rise building identification signs shall not be permitted. Secondary, accessory, and other similar type signs shall be regulated by the provisions of Division 11 of this Chapter.

SEC. 104.0204 SUBDISTRICTS AND BOUNDARY

The boundaries of the Special Sign District and any subdistricts therein are set forth on Drawing No. C-643.1 and the appended boundary description on file in the office of the City Clerk.

SEC. 104.0205 ON-PREMISES SIGN REGULATIONS FOR SUBDISTRICT A.

SEC. 104.0205.1 WALL SIGNS

A. Area. The sign for each premises shall not exceed 1 square foot for each linear foot of street frontage or 25 square feet, whichever is larger, and each tenant shall be permitted a minimum of 8 square feet.

B. Wall signs shall not extend more than 18 inches from the building face. Wall signs shall not extend above the parapet or eave of the building to which such signs are attached.

SEC. 104.0205.2 IDENTIFICATION SIGNS

A. One single- or double-faced, freestanding sign located adjacent to each entrance or exit driveway to a parking lot. Such signs shall not exceed 12 square feet in area nor a height of 12 feet measured from the base at ground level to the apex of the sign.

B. One sign on the exterior wall at each side or rear entrance to a store, shop or place of business provided that no such sign shall project above the parapet or eave of the building to which the sign is attached. No such sign shall be attached to the perimeter framing of the building or to the face of canopies or porch roofs. No such sign shall have an area exceeding 12 square feet.

SEC. 104.0205.3 FREESTANDING GROUND SIGNS

A. Where the face of the building sets back from the property line in excess of 20 feet, one single- or double-faced freestanding ground sign, in addition to those on the building, is permitted, provided that:

1. No part of such sign shall extend over public property or have a height exceeding 20 feet measured from the base at ground level to the apex of the sign.

2. The total area of such signs shall not exceed 0.5 square feet per lineal foot of street frontage or 40 square feet, whichever is smaller.

SEC. 104.0206 ON-PREMISES SIGN REGULATIONS FOR SUBDISTRICT B.

SEC. 104.0206.1 FREESTANDING GROUND SIGNS

A. Number permitted. One multi-faced ground sign for any premises having frontage on a public right-of-way.

B. More than one frontage. Where a premises fronts on more than one public right-of-way or street, excluding alleys and service ways, the provisions of paragraph "D" of this section shall apply to each frontage. Each frontage is to be considered separately for determination of ground sign allowances. (Street side yard does not count as frontage.)

C. Height Limit. Twenty feet, measured vertically from the sign base at ground level to the apex, or top, of the sign.

D. Area. The maximum permitted areas of a ground sign shall not exceed 64 square feet or .75 square feet for each foot of street frontage per premises, whichever is less, for each face of a double-faced sign or for the sole face of a single-faced ground sign. If a sign has more than two faces, the total area may not exceed twice the area permitted for one face.

E. Rotating signs shall not be permitted.

F. Ground signs shall not project over roofs located on the premises or the public rights-of-way.

G. Ground signs may only be utilized on premises where the building sets back at least 20 feet from the right-of-way of the frontage street to which the ground sign is oriented.

SEC. 104.0206.2 WALL SIGNS

A. Area. Permitted area for wall signs shall be calculated in accordance with Table III.

TABLE III

BASIS FOR CALCULATION OF AREA FOR WALL SIGNS ON A SINGLE FRONTAGE

Area Categories

	<u>Category A</u>	<u>Category B</u>	<u>Category C</u>
Public Right-of-way	No ground or projecting sign erected by occupant.	Ground sign but no projecting sign erected by occupant.	Projecting sign but no ground sign erected by occupant.
Street Frontage X:	Street Frontage X:	Street Frontage X:	
2'	1-1/2'	1'	

(Calculation: Linear street frontage of premises times table factor for each category = permitted area in square feet for fascia or wall sign.)

1. This frontage factor is relative to the building frontage on each premises which has a separate and exclusive public entrance visible from a public right-of-way, excluding alleys and service ways. Each premises shall have a minimum area of 24 square feet, and, further provided, that each tenant shall be permitted a minimum of 8 square feet. (Street side yard does not count as frontage.)

B. Wall signs shall not extend more than 18 inches from the building face.

C. Projecting wall signs. Wall signs:

1. May not project above the roof line at the wall, or the top of the roof or roof line, whichever is applicable.

2. May not project above the top of a parapet wall.

SEC. 104.0206.3 PROJECTING SIGNS

A. Any premises with frontage on a public right-of-way is permitted to have one projecting sign. The projecting sign may exist instead of, but not in addition to, a ground sign.

B. Area. The maximum permitted area of a projecting sign shall not exceed 48 square feet or 0.5 square feet for each foot of street frontage, whichever is less, for each face of a double-faced sign. Projecting signs shall be permitted to have a maximum of two faces.

C. Maximum projection over public right-of-way. A sign may not project perpendicularly beyond the property line more than five (5) feet or two-thirds (2/3) of the distance from the curb-to-property line, which ever is less. For allowable combinations of projection and height for projecting signs over public rights-of-way, see Table V. If an establishment has a frontage less than 25 feet, a projecting sign on such an establishment is limited to a maximum projection of four (4) feet beyond the property line.

TABLE V
 ALLOWABLE COMBINATIONS OF PROJECTION
 AND HEIGHT FOR PROJECTING SIGNS

Height above sidewalk or grade to bottom of sign.	Maximum diagonal projection of corner signs over public rights-of-way (45°).	Maximum projection of other than corner signs over public rights-of-way.
8'	1'	1'
9'	1'8"	1'6"
10'	2'4"	2'
11'	3'	2'6"
12'	3'8"	3'
13'	4'4"	3'6"
14'	5'	4'
15'	5'8"	4'6"
16' and over	6'4"	5'

D. Height over roof or parapet. Projecting signs may not extend above the roof line at the wall or the top of a parapet wall.

SEC. 104.0206.4 IDENTIFICATION SIGNS

A. One single- or double-faced freestanding sign located adjacent to each entrance or exit driveway to a parking lot. Such signs shall not exceed 12 square feet in area nor a height of 12 feet measured from the base at ground level to the apex of the sign.

B. One sign on the exterior wall at each side or real entrance to a store, shop or place of business

provided that no such sign shall project above the parapet or eave of the building to which the sign is attached. No such sign shall be attached to the perimeter framing of the building or to the face of canopies or porch roofs. No such sign shall have an area exceeding 12 square feet.

SEC. 104.0207 ABATEMENT

Any sign not in compliance with the provisions of this section within seven (7) years from the effective date of the ordinance adopting these regulations shall be removed or brought into compliance unless said sign is granted an extension of time as set forth in the provisions of Section 95.0123 of this Code. Any sign located on property subsequently placed in the Special Sign District and not in compliance with the provisions of this section shall be removed or brought into compliance within seven (7) years from the effective date of the ordinance establishing the Special Sign District on said property unless said sign is granted an extension of time as set forth in the provisions of Section 95.0123 of this Code.


SEC. 104.0208 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 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 City Attorney

FCC:clh
6/19/80
680.4
Or.Dept.:Planning

0-15348

SEP 22 1980

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

Councilmen	Yeas	Nays	Not Present	Ineligible
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Lowery	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fred Schnaubelt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Larry Stirling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lucy Killea	<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.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

(Seal)

By Rita Andrus, 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

SEP 9 1980, and on SEP 22 1980

~~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.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

(Seal)

By Rita Andrus, Deputy.

Office of the City Clerk, San Diego, California

Ordinance Number 0 15348 Adopted SEP 22 1980

CERTIFICATE OF PUBLICATION

RECEIVED
CITY CLERK'S DEPT.
SAN DIEGO, CALIF.
1980 OCT 16 AM 10:21

San Diego, City of
12th floor, City Admin. Bldg.
202 C St., San Diego, CA 92101
ATTN: Rita Andrews

IN THE MATTER OF
AN ORDINANCE AMENDING CHAPTER X, ARTICLE 4 OF
THE SAN DIEGO MUNICIPAL CODE BY ADDING DIVISION 2
RELATING TO THE LA JOLLA SPECIAL ON-PREMISES SIGN ETC.

NO.

0-15348 NS

ORDINANCE NO. O-15348
(New Series)
AN ORDINANCE AMENDING CHAPTER X, ARTICLE 4 OF
THE SAN DIEGO MUNICIPAL CODE BY ADDING DIVISION 2
RELATING TO THE LA JOLLA SPECIAL ON-PREMISES SIGN
DISTRICT FOR COMMERCIAL AND INDUSTRIAL ZONES.
BE IT ORDAINED, by the Council of The City of San Diego
as follows:
Section 1. That Chapter X, Article 4 of the San Diego
Municipal Code be amended by adding Division 2 to read as
follows:
DIVISION 2
THE LA JOLLA SPECIAL ON-PREMISES SIGN DISTRICT
FOR COMMERCIAL AND INDUSTRIAL ZONES.
SEC. 104.0200 PURPOSE AND INTENT
It is the intent of this Sign District to preserve and
enhance the unique aesthetic and economic values of the
commercially and industrially zoned portions of the com-
munity of La Jolla.
The purpose of the District is to provide a systematic
and comprehensive approach toward meeting the signage
needs of the community. In fulfilling this purpose, it is in-
tended that the District will comply with the goals and
recommendations of the adopted La Jolla Community Plan.
SEC. 104.0201 APPLICATION
The regulations of this Special Sign District shall be ap-
plicable to all commercially and industrially zoned property
within the boundaries of the La Jolla Community Plan as
described on the appropriate map and appended boundary
description on file in the office of the City Clerk and shall be
equally applicable to any other property subsequently placed
in a commercial or industrial zone classification if said
property lies within the boundaries of the La Jolla Communi-
ty Plan. This Special Sign District shall not apply to any area
encompassed within the boundaries of a planned district
unless the provisions of the planned district so stipulate.
SEC. 104.0202 ADMINISTRATION
The regulations of this Special Sign District shall be ad-
ministered and enforced in a manner identical to the ad-
ministration and enforcement of the "CITY-WIDE ON-
PREMISES SIGN REGULATIONS FOR COMMERCIAL AND
INDUSTRIAL ZONES" as set forth in the appropriate sec-
tions of Chapters IX and X of this Code.
**SEC. 104.0203 DEFINITIONS AND OTHER APPLICABLE
REGULATIONS**
The definitions to be utilized for the administration and
enforcement of the regulations of this Special Sign District
shall be those definitions set forth in Division 11 of Article 1
of this Chapter.
Ground, wall and projecting signs shall be permitted as
regulated herein and by Division 11 of Article 1; provided,
however, that where there are conflicts the provisions of
this Division shall prevail. Roof and high-rise building iden-
tification signs shall not be permitted. Secondary, ac-
cessory, and other similar type signs shall be regulated by
the provisions of Division 11 of this Chapter.
SEC. 104.0204 SUBDISTRICTS AND BOUNDARY
The boundaries of the Special Sign District and any sub-
districts therein are set forth on Drawing No. C-543.1 and the
appended boundary description on file in the office of the
City Clerk.

I, Camille Simpson, am a citizen
of the United States and a resident of the County aforesaid; I am over the
age of eighteen years, and not a party to or interested in the above-entitled
matter. I am the principal clerk of the San Diego Daily Transcript, a
newspaper of general circulation, printed and published daily, except
Saturdays and Sundays, in the City of San Diego, County of San Diego, and
which newspaper has been adjudged a newspaper of general circulation by
the Superior Court of the County of San Diego, State of California, under
the date of January 23, 1909, Decree No. 14894; and the

ORDINANCE NO. O-15348 (New Series)
is a true and correct copy of which the annexed is a printed copy and was
published in said newspaper on the following date(s), to wit:
October 6, 1980

I certify under penalty of perjury that the foregoing is true and correct.

Dated at San Diego, California this 6th day of Oct., 1980

Camille Simpson
(Signature)

2 1/8" x 2 x 7.33 = 320.69

SEC. 104.0205 ON-PREMISES SIGN REGULATIONS FOR SUBDISTRICT A.

SEC. 104.0205.1 WALL SIGNS

A. Area. The sign for each premises shall not exceed 1 square foot for each linear foot of street frontage or 25 square feet, whichever is larger, and each tenant shall be permitted a minimum of 8 square feet.

B. Wall signs shall not extend more than 18 inches from the building face. Wall signs shall not extend above the parapet or eave of the building to which such signs are attached.

SEC. 104.0205.2 IDENTIFICATION SIGNS

A. One single- or double-faced, freestanding sign located adjacent to each entrance or exit driveway to a parking lot. Such signs shall not exceed 12 square feet in area nor a height of 12 feet measured from the base at ground level to the apex of the sign.

B. One sign on the exterior wall at each side or rear entrance to a store, shop or place of business provided that no such sign shall project above the parapet or eave of the building to which the sign is attached. No such sign shall be attached to the perimeter framing of the building or to the face of canopies or porch roofs. No such sign shall have an area exceeding 12 square feet.

SEC. 104.0205.3 FREESTANDING GROUND SIGNS

A. Where the face of the building sets back from the property line in excess of 20 feet, one single- or double-faced freestanding ground sign, in addition to those on the building, is permitted, provided that:

1. No part of such sign shall extend over public property or have a height exceeding 20 feet measured from the base at ground level to the apex of the sign.

2. The total area of such signs shall not exceed 0.5 square feet per linear foot of street frontage or 40 square feet, whichever is smaller.

SEC. 104.0206 ON-PREMISES SIGN REGULATIONS FOR SUBDISTRICT B.

SEC. 104.0206.1 FREESTANDING GROUND SIGNS

A. Number permitted. One multi-faced ground sign for any premises having frontage on a public right-of-way.

B. More than one frontage. Where a premises fronts on more than one public right-of-way or street, excluding alleys and service ways, the provisions of paragraph "D" of this section shall apply to each frontage. Each frontage is to be considered separately for determination of ground sign allowances. (Street side yard does not count as frontage.)

C. Height Limit. Twenty feet, measured vertically from the sign base at ground level to the apex, or top, of the sign.

D. Area. The maximum permitted areas of a ground sign shall not exceed 64 square feet or .75 square feet for each foot of street frontage per premises, whichever is less, for each face of a double-faced sign or for the sole face of a single-faced ground sign. If a sign has more than two faces, the total area may not exceed twice the area permitted for one face.

E. Rotating signs shall not be permitted.

F. Ground signs shall not project over roofs located on the premises or the public rights-of-way.

G. Ground signs may only be utilized on premises where the building sets back at least 20 feet from the right-of-way of the frontage street to which the ground sign is oriented.

SEC. 104.0206.2 WALL SIGNS

A. Area. Permitted area for wall signs shall be calculated in accordance with Table III.

**TABLE III
BASIS FOR CALCULATION OF AREA FOR WALL SIGNS ON A SINGLE FRONTAGE**

Public Right-of-way	Area Categories		
	Category A No ground or projecting sign erected by occupant.	Category B Ground sign but no projecting sign erected by occupant.	Category C Projecting sign but no ground sign erected by occupant.
Street Frontage X:	Street Frontage X:	Street Frontage X:	
2'	1-1/2'	1'	

(Calculation: Linear street frontage of premises times table factor for each category equal permitted area in square feet for fascia or wall sign.)

1. This frontage factor is relative to the building frontage on each premises which has a separate and exclusive public entrance visible from a public right-of-way, excluding alleys and service ways. Each premises shall have a minimum area of 24 square feet, and, further provided, that each tenant shall be permitted a minimum of 8 square feet. (Street side yard does not count as frontage.)

B. Wall signs shall not extend more than 18 inches from the building face.

C. Projecting wall signs. Wall signs:

1. May not project above the roof line at the wall, or the top of the roof or roof line, whichever is applicable.
2. May not project above the top of a parapet wall.

SEC. 104.0206.3 PROJECTING SIGNS

A. Any premises with frontage on a public right-of-way is permitted to have one projecting sign. The projecting sign may exist instead of, but not in addition to, a ground sign.

B. Area. The maximum permitted area of a projecting sign shall not exceed 48 square feet or 0.5 square feet for each foot of street frontage, whichever is less, for each face of a double-faced sign. Projecting signs shall be permitted to have a maximum of two faces.

C. Maximum projection over public right-of-way. A sign may not project perpendicularly beyond the property line more than five (5) feet or two-thirds (2/3) of the distance from the curb-to-property line, whichever is less. For allowable combinations of projection and height for projecting signs over public rights-of-way, see Table V. If an establishment has a frontage less than 25 feet, a projecting sign on such an establishment is limited to a maximum projection of four (4) feet beyond the property line.

**TABLE V
ALLOWABLE COMBINATIONS OF PROJECTION AND HEIGHT FOR PROJECTING SIGNS**

Height above sidewalk or grade to bottom of sign.	Maximum diagonal projection of corner signs over public rights-of-way (45°).	Maximum projection of other than corner signs over public rights-of-way.
8'	1'	1'
9'	1'8"	1'6"
11'	2'4"	2'
12'	3'	2'6"
13'	3'8"	3'
14'	4'4"	3'6"
15'	5'	4'
16' and over	5'8"	4'6"
	6'4"	5'

D. Height over roof or parapet. Projecting signs may not extend above the roof line at the wall or the top of a parapet wall.

SEC. 104.0206.4 IDENTIFICATION SIGNS

A. One single- or double-faced freestanding sign located adjacent to each entrance or exit driveway to a parking lot. Such signs shall not exceed 12 square feet in area nor a height of 12 feet measured from the base at ground level to the apex of the sign.

B. One sign on the exterior wall at each side or rear entrance to a store, shop or place of business provided that no such sign shall project above the parapet or eave of the building to which the sign is attached. No such sign shall be attached to the perimeter framing of the building or to the face of canopies or porch roofs. No such sign shall have an area exceeding 12 square feet.

SEC. 104.0207 ABATEMENT

Any sign not in compliance with the provisions of this section within seven (7) years from the effective date of the ordinance adopting these regulations shall be removed or brought into compliance unless said sign is granted an extension of time as set forth in the provisions of Section 95.0123 of this Code. Any sign located on property subsequently placed in the Special Sign District and not in compliance with the provisions of this section shall be removed or brought into compliance within seven (7) years from the effective date of the ordinance establishing the Special Sign District on said property unless said sign is granted an extension of time as set forth in the provisions of Section 95.0123 of this Code.

SEC. 104.0208 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 2. This ordinance shall take effect and be in force on the thirtieth day from and after its passage.

Introduced on 9-9-80.
Passed and adopted by the Council of The City of San Diego on 9-22-80.

AUTHENTICATED BY: PETE WILSON,
Mayor of The City of San Diego, California.
CHARLES G. ABDELNOUR,
City Clerk of The City of San Diego, California.
(SEAL)
By RITA ANDREWA, Deputy.
Publish October 6, 1980