

Article 2: General Development Regulations

Division 12: Sign Regulations

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

§142.1201 Purpose of Sign Regulations

The purpose of these regulations is to provide a comprehensive system of regulations for *signs* that are visible from the *public right-of-way*. The intent of these regulations is to provide a set of standards that are designed to optimize communication and quality of *signs* while protecting the public and the aesthetic character of the City.
(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

§142.1205 When Sign Regulations Apply

This Division applies to all *signs* within the City unless otherwise specifically regulated. This Division applies to all construction within the City whether or not a permit or other approval is required. In addition, discretionary permits may also contain conditions that regulate *signs* on certain properties.

Table 142-12A shows the applicable regulations and type of permit required by this Division, if any, for specific types of *signs*.

**Table 142-12A
Sign Regulations Applicability**

Type of Sign or Development Proposal	Applicable Sections	Required Permit Type/Decision Process
Changing the copy of a <i>sign</i> and <i>sign</i> maintenance that does not involve structural and electrical changes	Exempt from this division	No permit required by this division
<i>Public utility</i> and Safety <i>signs</i>		
<i>Signs</i> required by law to be visible from the <i>public right-of-way</i> , other than <i>public utility</i> and safety <i>signs</i> , that do not exceed minimum specified dimensions	Exempt from this division	No permit required by this division
<i>Signs</i> required by law to be visible from the <i>public right-of-way</i> , other than <i>public utility</i> and safety <i>signs</i> , that exceed minimum specified dimensions	<i>Signs</i> shall be subject to this division to the extent the minimum dimensions are exceeded	Sign Permit/Process One

Type of Sign or Development Proposal	Applicable Sections	Required Permit Type/Decision Process
<i>Signs</i> required by law to be visible from the <i>public right-of-way</i> , other than <i>public utility</i> and safety <i>signs</i> , that do not have specified minimum dimensions	<i>Signs</i> shall be subject to this division	Sign Permit/Process One
Clocks or banners in the <i>public right-of-way</i>	142.1210	Public Right-of-Way Permit/Process One
Real estate <i>signs</i>	142.1210, and 142.1255 - 142.1280	No permit required by this division
Construction site <i>signs</i>	142.1210, and 142.1255 - 142.1280	No permit required by this division
Building identification nameplate <i>wall signs</i> with letters that do not exceed three inches in height, and that do not exceed four square feet in area including tablets, memorials, and cornerstones that are built into the walls of a building and provide information such as the name of the building and date of construction	142.1210, and 142.1255 - 142.1280	No permit required by this division
Accessory warning or notice <i>signs</i> that provide warnings including “no parking,” “watch dogs,” “security service,” and “private driveway”	142.1210, and 142.1255 - 142.1280	No permit required by this division
Window <i>signs</i> , either permanent or temporary	142.1210, and 142.1255 - 142.1280	No permit required by this division
Bulletin boards, not exceeding 16 square feet in area including supporting <i>structures</i> , for charitable or religious organizations	142.1210	No permit required by this division
Incidental <i>signs</i>	142.1210 and 142.1250	No permit required by this division
National flags and flags for political <i>subdivisions</i>	Exempt from this division	No permit required by this division
Banners, pennants, flags, streamers, and holiday decorations	142.1210 and 142.1255	No permit required by this division

Type of <i>Sign</i> or <i>Development Proposal</i>	Applicable Sections	Required Permit Type/Decision Process
Any proposal to erect a <i>wall sign</i>	142.1210, 142.1220, and 142.1225	Sign Permit/Process One
Any proposal to erect a <i>roof sign</i>	142.1210, 142.1220, and 142.1235	Sign Permit/Process One
Any proposal to erect a <i>projecting sign</i>	142.1210, 142.1220, and 142.1230	Sign Permit/Process One
Any proposal to erect a <i>ground sign</i>	142.1210, 142.1220, and 142.1240	Sign Permit/Process One
Any proposal to erect a revolving <i>sign</i>	142.1210, 142.1220, 142.1240, and 142.1260	Sign Permit/Process One May require a Neighborhood Use Permit/Process Two
Any proposal to erect a <i>sign</i> with automatic changing copy	142.1210 and 142.1260	Neighborhood Use Permit/Process Two
Any proposal to erect a neighborhood identification <i>sign</i>	142.1210 and 142.1260	Neighborhood Use Permit/Process Two
Any proposal to erect a secondary type of <i>sign</i>	142.1210, 142.1245, and 142.1255	Sign Permit may be required
Any proposal to erect a <i>sign</i> in a <i>single dwelling unit</i> residential zone	142.1210 and 142.1265	Sign Permit may be required
Any proposal to erect a <i>sign</i> in a <i>multiple dwelling unit</i> residential zone	142.1210 and 142.1270	Sign Permit may be required
Any proposal to erect a <i>sign</i> in an agricultural zone	142.1210 and 142.1275	Sign Permit may be required
Any proposal to erect a <i>sign</i> in an open space zone	142.1210 and 142.1280	Sign Permit may be required

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)
 (Amended 8-4-2011 by O-20081 N.S.; effective 10-6-2011.)
 (Amended 6-18-2013 by O-20261 N.S.; effective 7-19-2013.)

§142.1206 Violations of Sign Regulations

- (a) It is unlawful to do the following:
 - (1) Place, post, paint or secure any *sign*, pennant, flag, banner, balloon, or similar attention-seeking device on public property or within the *public right-of-way* unless otherwise provided in the Municipal Code or specific state statute;
 - (2) Place any lettering, card, poster, or notice of any kind on any curb, sidewalk, *street*, pole, post, utility box, hydrant, bridge, tree, building, or other surface that is located on public property or in the *public right-of-way* unless otherwise provided in the Municipal Code or specific state statute; or
 - (3) Erect any *sign* on any *premises* contrary to the provisions of this Division.
- (b) Violations of any provisions of this division shall be subject to the enforcement provisions of Chapter 12, Article 1. Violations of this division shall be treated as strict liability offenses regardless of intent.

(Amended 6-12-2001 by O-18948 N.S.; effective 12-12-2001.)

(Amended 5-5-2015 by O-20481 N.S.; effective 6-4-2015.)

§142.1208 Signs in Commercial and Industrial Developments

- (a) Where the *development permit* for a commercial or industrial *development* specifies a *sign* requirement, *signs* that meet the Land Development Code regulations for *signs* may nevertheless be approved in accordance with Process One without an amendment to that *development permit*, except as follows:
 - (1) Any *sign* that is subject to a *development permit* in accordance with the following separately regulated use regulations (Chapter 14, Article 1):
 - (A) Comprehensive *sign* plans (Section 141.1103) adopted January 1, 2000 or later;
 - (B) Revolving *projecting signs* (Section 141.1104);
 - (C) *Signs* with automatic changing copy (Section 141.1105); and
 - (D) Theater *marquees* (Section 141.1106).

- (2) A *sign* that involves an alteration to the building where the building alteration would not be in *substantial conformance* to the applicable *development permit*; and
- (3) Any proposal that involves an *advertising display sign*.
- (b) New *signs* for commercial or industrial *development* with a comprehensive *sign* plan adopted prior to January 1, 2000 may be approved in accordance with Process One if the proposed *signs* comply with the current Land Development Code regulations for *signs*.

(“*Signs in Commercial and Industrial Developments*” added 5-5-2015 by O-20481 N.S.; effective 6-4-2015.)

§142.1210 General Sign Regulations

This section is divided into subsections for copy regulations, locational regulations, structural regulations, and *sign* maintenance regulations.

(a) Copy Regulations

- (1) Permanent or changeable copy on *signs* shall contain on-premises or public interest messages only.
 - (A) On-premises messages are those identifying or advertising an establishment, person, activity, goods, products, or services located on the *premises* where the *sign* is installed.
 - (B) Public interest messages that are primary *signs* are those that are located on the following types of *signs* and notices:
 - (i) Official *signs* and notices, including historical markers and commemorative plaques authorized by federal, state, or local law, placed by public officials or agencies pursuant to and in accordance with federal, state, or local law for the purposes of carrying out an official duty or responsibility;
 - (ii) Service club and religious *signs* and notices containing identification of nonprofit service clubs, religious organizations, or charitable associations and containing information relating to meetings, locations, fund-raising or other nonprofit activities; and

- (iii) Political and ideological *signs* and notices related to any federal, state, or local election issue or candidate and *signs* and notices unrelated to election issues or candidates but expressing ideological or political views.
 - (C) Public interest messages for public or private non-profit or charitable organizations may identify sponsors and supporters of the *signs* and notices as described in Section 142.1210(a)(1)(B). A maximum of 15 percent of the total area of a *sign* containing a public interest message shall include the name of the sponsors or supporters, description of the products, services or activities provided or engaged in by the sponsors or supporters, and recognized trademarks, logotypes or symbols customarily associated with the sponsors or supporters.
 - (D) The following *signs* are also public interest message *signs* but are regulated as secondary *signs*:
 - (i) *Public utility signs* that are required by law;
 - (ii) *Directional signs*; and
 - (iii) *Holiday decorations*.
- (2) *Signs* may have changeable copy, such as letters, numbers, symbols, pictorial panels, and other similar characters. Changeable copy shall be manually or mechanically changeable only in the field and not remotely or electronically changeable, except for the following *signs*:
 - (A) Public service messages in compliance with Section 142.1220(f);
 - (B) *Signs* with automatic changing copy may be permitted with a Neighborhood Use Permit in compliance with Section 141.1105; and
 - (C) Automobile service station gasoline pricing *signs* designed in accordance with state law.

- (3) Painted graphics that are murals, mosaics, or any type of graphic art that are painted on a wall or *fence* and do not contain copy, advertising symbols, lettering, trademarks, or other references to the *premises*, products, or services that are provided on the *premises* where the graphics are located or any other *premises*, are not *signs* for the purposes of these regulations.

When painted graphics are installed on other than a wall or *fence* or contain copy, advertising symbols, lettering, trademarks, or other references to the *premises*, products, or services, only the actual copy area is considered *sign* area and shall comply with these regulations.

- (4) *Signs* that resemble traffic control *signs*, traffic signals or devices, or which bear the words “stop,” “go slow,” “caution,” “danger,” “warning” or other similar words, or emergency lights or signals are not permitted.
- (5) *Signs* that have flashing copy or lights, and *signs* with stroboscopic lights, intermittent lights, rotary beacons, chasing lights, or zip lights are not permitted.
- (6) *Signs* with one copy message that flashes on and off, or with two or more copy messages that alternate or change, either on the same or different portions of the *sign*, are not permitted.
- (7) *Signs* with animated copy that includes action, motion, or an illusion of either, or has color changes of all or part of the *sign face*, may be installed provided that the animated portion of the *sign* does not exceed 10 square feet. The animation may be either electrical or wind powered. The light source for the *sign* shall be constant, and the exterior face shall not be moveable. The animated portion of a primary *sign* shall count toward the total *sign* allowance.
- (8) Freeway-oriented *sign copy* shall only identify establishments where transient lodging or prepared food are offered to the public, or any retail place of business engaged in supplying goods and services essential to the normal mechanical operation of automobiles, specifically including the dispensing of automotive fuel as the primary function.

- (9) On-premises *signs* or *sign copy* relating to an establishment or occupancy shall be removed no later than 30 calendar days after the date that the establishment or occupancy vacates the *premises*.
 - (10) The owner of any *sign* which is otherwise allowed by this chapter may substitute noncommercial copy in lieu of any other commercial or noncommercial copy. This substitution of copy may be made without any additional approval or permitting. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision prevails over any more specific provision to the contrary.
- (b) Locational Regulations
- (1) *Signs* shall be located no closer than 6 feet horizontally and 12 feet vertically to overhead electrical conductors, either bare or insulated, carrying more than 750 volts, except conductors enclosed in approved metal conduits.
 - (2) All *signs* shall comply with the minimum *setbacks* as established by base zones, planned districts, and City Council ordinances except as otherwise specifically provided.
 - (3) All *signs*, except for certain temporary *signs* as described in Section 142.1255, shall be permanently attached to the ground or a *structure*.
 - (4) Freeway-oriented *signs* shall comply with the following regulations.
 - (A) The *sign* must be within a 660-foot horizontal distance from the *freeway public right-of-way*;
 - (B) The *premises* on which the *sign* is located must be within 1500 feet of a *freeway* exit that provides access to the *premises*. The 1500-foot distance is measured directly from the *property line* of the *premises* to the *freeway* ramp; and
 - (C) The *sign copy* shall only identify the types of uses described in Section 142.1210(a)(8).

- (5) *Signs on Public Property and in Public Rights-of-Way*
- (A) *Signs* are not permitted to be installed on public property or *public rights-of-way*, except for *signs* that are authorized by law, or as otherwise permitted in the Municipal Code.
- (B) *Signs* that are permitted to project from *structures* into *parkways* shall in no case extend over a *street* or an *alley*.
- (C) Banners in *public rights-of-way* that are used for promoting cultural or civic events or activities of general public interest are permitted in accordance with the following regulations.
- (i) The banners are permitted only on *streets* and *public rights-of-way* that are designated for banner installation in a City Council resolution.
- (ii) The banners shall not be used for commercial or political advertising, except that logos and trademarks of sponsoring organizations shall be permitted. The total area of logos and trademarks shall be limited to 5 percent of the banner area.
- (iii) The banners shall be displayed no more than 30 calendar days, with one 30-calendar-day extension.
- (iv) The banners shall be installed only on light standards that have been equipped by the City with mounting hardware.
- (v) The banners have received all necessary permits to locate in the *public right-of-way*.
- (vi) No *street* banner other than those authorized by this section shall be displayed after April 30, 1989.
- (D) Clocks are permitted in *public rights-of-way* between a curb and sidewalk in accordance with the following regulations.
- (i) The clock shall be constructed of noncombustible materials.

- (ii) The clock shall be maintained and shall keep time accurately.
- (iii) The ground pedestal support shall not exceed 2 feet in any dimension.
- (iv) There shall be a minimum clearance of 7 feet, 6 inches between the face portion of the clock and the *grade*.
- (v) The width of the face portion of the clock shall not exceed 14 inches.
- (vi) The clock face shall not exceed a total area of 5 square feet, and the clock dials shall form at least one-half of that area.
- (vii) The clock shall not contain any advertising, other than a nameplate containing the name of the manufacturer. The nameplate shall have engraved or embossed letters that do not exceed 6 inches in height.
- (viii) All necessary permits to locate in the *public right-of-way* must be received before installation of the clock.

(E) Community entry *signs* within the *public right-of-way* shall conform to Section 141.1101.

(c) Structural Regulations

- (1) *Signs* and *sign-supporting structures* shall be listed by a recognized testing laboratory and constructed in compliance with the requirements of the Building Regulations and the Electrical Regulations as adopted by the City of San Diego. Exposed-tube neon *signs* shall be constructed and installed in compliance with the Electrical Regulations as adopted by the City of San Diego.
- (2) Guy wires or angle iron *structures* that are used as *sign* supports shall not be visible from *public rights-of-way*. *Sign* supports shall appear to be an integral part of the *sign*.
- (3) The supports for all *signs* or *sign structures* shall be placed entirely within the boundaries of the *premises* on which the *sign* is located.

- (4) When installed on the exterior walls of high-rise buildings as defined in Chapter 4 of the California Building Code, exterior wall *signs* greater than 100 square feet in area or greater than 10 feet in either dimension shall comply with Section 705.12 of the 2022 California Building Code and Section 705.1 of the 2022 California Fire Code.

(d) *Sign Maintenance Regulations*

All *signs* shall comply with the following maintenance regulations whether or not a Sign Permit is required.

- (1) All *signs* and *sign* supports, including decorative covers, shall be maintained in a clean and safe condition.
- (2) *Signs* shall be maintained in a graffiti-free condition.
- (3) The owner shall keep the display area of all painted *signs* neatly printed or posted at all times and shall correct any painting, fading, chipping, peeling, or flaking paint or plastic and mechanical or structural defect.
- (4) Paint or debris associated with *signs* shall not litter public property or *public rights-of-way*.

(Amended 1-13-2004 by O-19253 N.S.)

(Amended 11-13-08 by O-19804 N.S.; effective 12-13-2008.)

(Amended 5-5-2015 by O-20481 N.S.; effective 6-4-2015.)

(Amended 4-6-2016 by O-20624 N.S.; effective 5-6-2016.)

(Amended 1-8-2020 by O-21164 N.S.; effective 2-9-2020.)

(Amended 4-9-2020 by O-21181 N.S.; effective 5-9-2020.)

(Amended 5-8-2023 by O-21642 N.S.; effective 6-7-2023.)

§142.1215 Types of Signs

(a) *Primary Signs*

Primary signs identify an establishment or a *premises* while the establishment is operative or the *premises* is occupied. The following are the different types of *primary signs*:

- (1) *Wall signs*, including theater *marquees*, *marquee signs*, and entrance *awning signs*

- (2) *Roof signs*
 - (3) *Projecting signs*
 - (4) *Ground signs*
- (b) *Secondary Signs*

Secondary *signs* provide information that is secondary to identifying the major activities occurring on the *premises*. Secondary *signs* may be permanent or temporary. The following are the categories of permanent and temporary secondary *signs*:

- (1) Permanent secondary *signs* are used for establishment identification, incidental *signs*, traffic direction, and *public utility* and safety information that is required by law.
 - (A) High-rise building identification *wall signs*
 - (B) Incidental *signs*
 - (C) Directional *signs*
 - (D) Establishment identification *signs*
 - (E) Window *signs*
 - (F) *Public utility signs*
 - (G) *Signs* required by law
 - (H) Theater lobby *signs*
 - (I) Address numbers
- (2) Temporary secondary *signs* are used for a specific reason for a specific period of time.
 - (A) Construction site *signs*
 - (B) Real estate *signs*
 - (C) Banner *signs*

- (D) Special *signs*
 - (E) Pennants, flags, streamers and other similar devices
 - (F) Advertising vehicles
 - (G) Real estate open house directional *signs*
 - (H) *Subdivision* directional and identification *signs*
 - (I) Inflatable displays
 - (J) Window and building *signs*
- (c) *Signs* Permitted by Higher Process

The following are the types of *signs* that may be permitted with a Neighborhood Use Permit in accordance with Chapter 12, Article 6, Division 2.

- (1) Revolving *projecting signs*
- (2) *Signs* with automatic changing copy
- (3) Theater *marquees*
- (4) Neighborhood identification *signs*
- (5) Reallocation of *sign* area allowance

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)

(Amended 8-4-2011 by O-20081 N.S.; effective 10-6-2011.)

§142.1220 Primary Sign Regulations

- (a) Each establishment is entitled to a *wall sign* and a *projecting sign* based on the requirements of Sections 142.1225 and 142.1230. *Ground signs* and *roof signs* are permitted on a *premises* basis, and may be installed instead of a *projecting sign*.
- (b) *Signs* in Commercial and Industrial Zones
 - (1) Primary *signs* are regulated according to the applicable commercial or industrial base zone. *Sign* Categories A, B, and C are established as follows to identify applicable sign regulations with the appropriate base zone.
 - (A) *Sign* Category A is applicable in all commercial and industrial zones, except for those precluded in Table 142-12B or in Planned Districts, or except in the Coastal Overlay Zone where Category C shall apply.
 - (B) *Sign* Category B is applicable in all of the CO zones, and all of the IP zones, except in the Coastal Overlay Zone where Category C shall apply.
 - (C) *Sign* Category C is applicable in all of the CN zones and in the commercial and industrial zones within the Coastal Overlay Zone.
 - (2) Section 142.1290 contains separate *sign* regulations for commercial and industrial zones in La Jolla, and Section 142.1291 contains supplemental regulations for commercial zones in Ocean Beach.
- (c) Table 142-12B identifies under what conditions certain types of primary *signs* are permitted in the commercial and industrial zones and the relationship among the sizes of primary *signs*. Allowances may be based on establishment, *premises*, or *street frontage*. This table presents primary *sign* type relationships only and should not be used to calculate allowable *sign* area or number of *signs* allowed. Refer to sections identified in Table 142-12A for regulations.

**Table 142-12B
Permitted Primary Signs**

Sign Types	Category A General Citywide Commercial and Industrial Zones	Category B CO and IP Zones	Category C CN and Commercial and Industrial Zones in the Coastal Overlay Zone
<p>Wall Signs (See regulations in Section 142.1225)</p>	<p>Minimum of One <i>Sign</i> per Establishment</p> <p>Number and square footage of <i>wall signs</i> is limited only by the area calculation which is based on establishment's <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit. The permitted <i>sign copy area</i> is reduced by the addition of <i>roof signs</i> or <i>projecting signs</i>.</p>	<p>Minimum of One <i>Sign</i> per Establishment</p> <p>Number and square footage of <i>wall signs</i> is limited only by the area calculation which is based on establishment's <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit. The permitted <i>sign copy area</i> is reduced by the choice of <i>projecting signs</i>, with a maximum display area limitation.</p>	<p>Minimum of One <i>Sign</i> per Establishment</p> <p>Number and square footage of <i>wall signs</i> is limited only by the area calculation which is based on establishment's <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit. The permitted <i>sign copy area</i> is reduced by the choice of <i>projecting signs</i>, with a maximum display area limitation.</p>

Sign Types	Category A General Citywide Commercial and Industrial Zones	Category B CO and IP Zones	Category C CN and Commercial and Industrial Zones in the Coastal Overlay Zone
Projecting Signs (See regulations in Section 142.1230)	<p>One <i>Projecting Sign</i> per Establishment</p> <p><i>Projecting signs</i> are permitted in lieu of projecting roof, roof, or <i>ground signs</i>. The area is based on <i>street wall, public right-of-way width, and street speed limit</i>. The use of a <i>projecting sign</i> reduces the allowable <i>wall sign area</i>. <i>Projecting signs</i> may be substituted for a <i>ground sign</i> in cases where more than one <i>ground sign</i> is permitted.</p>	<p>One <i>Projecting Sign</i> per Single-establishment <i>Premises</i> Having less than 100 Feet in <i>Street Frontage</i></p> <p><i>Projecting signs</i> are permitted in lieu of <i>ground signs</i>. The area is based on <i>street wall, public right-of-way width, and street speed limit</i>, with a maximum display area limitation.</p>	<p>One <i>Projecting Sign</i> per Single-establishment <i>Premises</i> Having less than 100 Feet in <i>Street Frontage</i></p> <p><i>Projecting signs</i> are permitted in lieu of <i>ground signs</i>. The area is based on <i>street wall, public right-of-way width, and street speed limit</i>, with a maximum display area limitation.</p>
Roof Signs (See regulations in Section 142.1235)	<p>One <i>Roof Sign</i> per <i>Premises</i></p> <p>In lieu of <i>projecting signs</i> or <i>ground signs</i>. The area is based on <i>street wall, public right-of-way width, and street speed limit</i>. The use of a <i>roof sign</i> reduces the allowable <i>wall sign copy area</i>.</p>	Not Permitted	Not Permitted
Ground Signs (See regulations in Section 142.1240)	<p>One <i>sign</i> per <i>street frontage</i> for each <i>premises</i> having <i>street frontage</i>. The number of <i>signs</i> increases as <i>street frontage</i> increases.</p> <p><i>Ground signs</i> are permitted in lieu of <i>roof signs</i> and <i>projecting signs</i>; however,</p>	<p>One <i>sign</i> per <i>premises</i> per <i>street frontage</i> with a minimum of 100 feet.</p> <p><i>Ground signs</i> are permitted in lieu of <i>projecting signs</i>. The area is based on <i>street wall, public right-of-way width, and street speed</i></p>	<p>One <i>sign</i> per <i>premises</i> per <i>street frontage</i>.</p> <p><i>Ground signs</i> are permitted in lieu of <i>projecting signs</i>. The area is based on <i>street wall, public right-of-way width, and street speed limit</i>, with a</p>

Sign Types	Category A General Citywide Commercial and Industrial Zones	Category B CO and IP Zones	Category C CN and Commercial and Industrial Zones in the Coastal Overlay Zone
	<p>one <i>projecting sign</i> may replace one <i>ground sign</i> when more than one <i>ground sign</i> is allowed on the <i>premises</i>. In addition, one of the <i>ground signs</i> may revolve when more than one <i>ground sign</i> is allowed. The permitted <i>sign area</i> for <i>ground signs</i> is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street speed</i> limit.</p>	<p>limit, with a maximum display area limitation.</p>	<p>maximum display area limitation.</p>

- (d) All *street frontage* factors for *sign* allocation are based on *public rights-of-way* with publicly maintained *street* improvements and do not include *alleys* or unimproved *public rights-of-way*.
- (e) Public interest *signs* may use the area of any primary *sign*.
- (f) *Signs* with public service messages are permitted as part of the primary *sign* allowance. The message may have electronically changing copy without a Neighborhood Use Permit subject to the following regulations.
 - (1) The *sign* shall not exceed 25 percent of the maximum permitted area for primary *signs* or 50 square feet, whichever is less.
 - (2) The message shall be contained within the copy area or *sign face* and shall not travel or appear to travel. The message shall remain constant for a period of time with a complete blackout between messages.
 - (3) The *sign* may have electronically changing copy which shall be limited to the following information:

- (A) Time
- (B) Date
- (C) Temperature
- (D) Weather

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)
(Amended 5-5-2015 by O-20481 N.S.; effective 6-4-2015.)

§142.1225 Wall Signs in Commercial and Industrial Zones

The following regulations apply to *wall signs* in all commercial and industrial zone *sign* categories, unless otherwise indicated.

- (a) A minimum of one *wall sign* per establishment is permitted. *Wall signs* are permitted alone or in combinations with other primary *signs*.
- (b) Table 142-12C provides the basis for calculating the *wall sign copy area* for establishments along a single *street frontage*. The permitted *sign copy area* is based on the length of the establishment’s *street wall* and the width of the adjacent *public right-of-way*.

**Table 142-12C
Calculation of Wall Sign Copy Area
on a Single Street Frontage**

Public Right-of-way Width	Sign Category A		Sign Category B	Sign Category C
	Wall Signs Only. No Roof Signs or Projecting Signs	1) Wall Signs and Roof Signs or Projecting Signs; or 2) Wall Signs on a Building with One High-rise Wall Sign	Wall Signs and Projecting Signs	Wall Signs and Projecting Signs
<i>Public right-of-way width 60 feet or less ⁽¹⁾</i>	For <i>wall sign copy area</i> , multiply the establishment’s <i>street wall</i> by 3 feet	For <i>wall sign copy area</i> , multiply the establishment’s <i>street wall</i> by 3/4 feet	For <i>wall sign copy area</i> , multiply the establishment’s <i>street wall</i> by 3/4 feet	For <i>wall sign copy area</i> , multiply the establishment’s <i>street wall</i> by 3/4 feet

<i>Public Right-of-way Width</i>	<i>Sign Category A</i>		<i>Sign Category B</i>	<i>Sign Category C</i>
	<i>Wall Signs Only. No Roof Signs or Projecting Signs</i>	<i>1) Wall Signs and Roof Signs or Projecting Signs; or 2) Wall Signs on a Building with One High-rise Wall Sign</i>	<i>Wall Signs and Projecting Signs</i>	<i>Wall Signs and Projecting Signs</i>
<i>Public right-of-way width 60 feet or greater</i>	For <i>wall sign copy area</i> , multiply the establishment's <i>street wall</i> by 3-3/4 feet	For <i>wall sign copy area</i> , multiply the establishment's <i>street wall</i> by 1 foot	For <i>wall sign copy area</i> , multiply the establishment's <i>street wall</i> by 1 foot	For <i>wall sign copy area</i> , multiply the establishment's <i>street wall</i> by 1 foot
Maximum <i>wall sign copy area</i>	350 square feet	200 square feet	200 square feet	100 square feet
Minimum <i>wall sign copy area</i> for each establishment	75 square feet or 25 percent of the total area of establishment's <i>street wall</i> , whichever is less	20 square feet or 25 percent of the total area of establishment's <i>street wall</i> , whichever is less	20 square feet or 25 percent of the total area of establishment's <i>street wall</i> , whichever is less	20 square feet or 25 percent of the total area of establishment's <i>street wall</i> , whichever is less

Footnote to Table 142-12C

¹ Where a *public right-of-way* width is developed to 60 feet or less, but is designated as a major *street* or a primary arterial by the applicable *land use plan*, the *wall sign copy area* shall be based on the 60 feet or greater calculation.

(c) General Regulations for All *Wall Signs*

- (1) Table 142-12C calculates the total *wall sign copy area* available to all establishments on multiple *floors* of the same portion of the *street wall* of the building. The establishments on upper *floors* may share the permitted *wall sign copy area* or may use the minimum *wall sign copy area* for each establishment in the last row of Table 142-12C.
- (2) For *premises* that have more than one *street frontage*, each *street frontage* is considered separately for calculating the permitted *wall sign copy area*.
- (3) *Wall signs* are permitted along *street frontages* where access rights to the *public right-of-way* have been waived or taken for public safety or traffic circulation purposes.

- (4) *Premises* fronting on more than one *public right-of-way* may not combine allowable *signs* for one frontage with another frontage for the purpose of placing the combined area of *signs* on any one wall.
 - (5) *Walls signs* may be internally or externally illuminated.
 - (6) *Walls signs* that either project more than 18 inches from a building wall or are illuminated by self-supporting light fixtures that extend more than 18 inches over the *parkway* are considered to be *projecting signs* and shall comply with the regulations of Section 142.1230.
- (d) Locational Regulations for all *Wall Signs*
- (1) Allowable *wall signs* may be placed only on the tenancy of the building on which the allowance is computed except that a primary occupant of a building, as designated in writing to the City Manager by the property owner, may use its *wall sign copy area* allocation for a *sign* on a parapet of the building not within its own tenancy.
 - (2) Unused *wall sign copy area* that is permitted on an establishment's *street wall* may be used instead on its nonfrontage wall provided that the *wall sign copy area* on the nonfrontage wall does not exceed that which would be permitted on a single *street frontage*. This area may not be transferred to a wall facing an *alley* or a separately owned parking *lot*.
 - (3) *Wall signs* on *premises* with a high-rise building identification *wall sign* shall not be placed above the minimum building height in the ranges indicated in Table 142-12J.
 - (4) *Architectural projections* that meet the following criteria may be used as wall space for locating a *wall sign*:
 - (A) The projection has a vertical face that is parallel to the face of the building,
 - (B) The projection does not project above the *roof line*, and
 - (C) The projection does not project over the *parkway*.

(5) *Wall Signs on Architectural Appendages*

Wall signs may be placed on an architectural appendage that is an integral part of the building, projects over the *roof line*, and is perpendicular to the *public right-of-way* subject to the following regulations.

- (A) The appendage must be incorporated into the face of the building that is adjacent to the *public right-of-way*.
- (B) The *sign* must be in lieu of any *roof signs* or *projecting signs* on the *premises*.
- (C) The *sign* must not project over the *parkway*.
- (D) The area of the *sign* may not exceed the permitted *sign* area or height for a *roof sign* as indicated in Section 142.1235.
- (E) The *sign* must be located in a *sign* category that permits *roof signs*.
- (F) *Signs* installed or painted on the vertical surface of a marquee or other architectural projection are not subject to height or projection requirements but may not project horizontally or vertically beyond any edge of the marquee or architectural projection.

(6) *Wall Signs on Buildings Facing Parking Lots*

Premises that are adjacent to a separately owned parking *lot* that abuts a *public right-of-way* may place a *wall sign* on the side of the building facing the *public right-of-way* subject to the following regulations.

- (A) There may be only one separately owned parking lot between the building wall and the *public right-of-way*.
- (B) The *sign* may not exceed the permitted *sign copy area* for a *wall sign* on that wall.
- (C) The *sign copy area* permitted for this wall may not transferred to any other wall or to this wall from any other wall.
- (D) The *sign* may not project over the *property line* between the two *premises*.

(7) *Wall Signs on Alleys*

Wall signs are permitted on the wall of a building fronting an *alley* to identify the building occupant subject to the following regulations.

- (A) The permitted *sign copy area* is 1 square foot per foot of *building facade* on the *alley*.
- (B) The *wall sign copy area* may not be transferred to the *alley* wall from any other wall or to any other wall from the *alley* wall.
- (C) The *sign* may not project into or over the *alley*.
- (D) The *sign* may not project above the eave or parapet of the building wall or beyond the sides of the building.

(8) *Wall Signs on Awnings*

All or a portion of a *street* wall's permitted *wall sign copy area* may be used on *awnings* subject to the following regulations.

- (A) The *sign* must be parallel to the *building facade* being used to calculate the *wall sign* allowance.
- (B) The permitted *sign* area will be calculated on the *sign copy area*, not the area of the *awning*.
- (C) The *building facade* with the *awning sign* may not also have a *projecting sign*.

(9) *Wall Signs on Mansard or False Roofs*

Wall signs may be located on a mansard or false roof that does not vary more than 45 degrees from vertical subject to the following regulations.

- (A) The maximum *wall sign copy area* that may be located on a mansard or false roof shall be a portion of the *street* wall's permitted *wall sign copy area* and shall not be greater than 50 percent of the permitted *sign copy area* specified in Table 142-12C.
- (B) The *wall sign copy area* on a mansard or false roof is not in addition to the maximum permitted area *wall signs*.
- (C) *Wall signs* on a mansard or false roof may not be used when a *projecting or roof sign* is located on the *premises*.

- (D) The entire *sign*, except for the *sign copy area*, and the entire *sign support structure* shall be fully enclosed and finished in the same material as the mansard or false roof.
 - (e) *Wall Signs Extending Above the Roof*
 - (1) *Wall signs* that extend above the *roof line* or the top of the parapet wall are permitted in *sign* categories “A” and “B” only.
 - (2) *Wall signs* may extend above the *roof line* subject to the following regulations.
 - (A) The *sign* shall be mounted flush to a vertical wall.
 - (B) The *sign* shall be placed only on a single-story building.
 - (C) The *sign* shall be mounted so that the top of the *sign* is not greater than 16 feet above the ground.
 - (D) The portion of the *sign* that projects above the parapet shall not exceed 33-1/3 percent of the height of the *sign*.
 - (E) The establishment shall not have a *roof sign*.
 - (F) The establishment shall not have a *projecting sign* that projects over the parapet wall or *roof line*.
 - (G) The establishment shall not have a mansard or false roof *sign*.
- (Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)
(Amended 5-5-2015 by O-20481 N.S.; effective 6-4-2015.)

§142.1230 Projecting Signs in Commercial and Industrial Zones

The following regulations apply to *projecting signs* that project more than 18 inches from a building wall in all commercial and industrial *sign* categories, unless otherwise indicated.

- (a) A *projecting sign* is permitted for each establishment with accessible *street frontage*, in lieu of ground or *roof signs*.
- (b) Table 142-12D provides the permitted *sign* area, the number of *signs* permitted per establishment with *street frontage*, and the maximum permitted height for *projecting signs*.

**Table 142-12D
Maximum Allowances for Projecting Signs
On single Street Frontage Premises**

Maximum Allowances	Sign Categories		
	A	B	C
Permitted Sign Area ⁽¹⁾ (Based on the width of the adjacent <i>public right-of-way</i> and <i>street</i> speed limit)			
<i>Public Right-of Way</i> Width ⁽²⁾ /Street Speed Limit			
60 feet or less /15-20 MPH	32 sf	32 sf	32 sf
“ /25-30 MPH	50 sf	50 sf	50 sf
“ /35-45 MPH	60 sf	60 sf	60 sf
“ /50 + MPH	90 sf	60 sf	60 sf
Greater than 60 feet /15-20 MPH	32 sf	32 sf	32 sf
“ /25-30 MPH	50 sf	50 sf	50 sf
“ /35-45 MPH	60 sf	60 sf	60 sf
“ /50 + MPH	160 sf	60 sf	60 sf
Number of Signs per Establishment with Street Frontage			
<i>Street frontage</i> less than or equal to 250 feet	1	1	1
<i>Street frontage</i> greater than 250 feet	2	-	-
Minimum Horizontal Distance Between Projecting Signs	10 feet	10 feet	10 feet
Maximum Height and Maximum Projection over Parkways	See Table 142-12E for the allowable combinations of projection and height for <i>projecting signs</i> .		

Footnotes for Table 142-12D

- ¹ The permitted *sign* area is for a single face. If a *projecting sign* has two or more faces, the permitted *sign* area is doubled. *Signs* may have more than two faces, but the *sign* area shall not exceed twice the maximum permitted amount.
- ² Where a *public right-of-way* is developed to 60 feet in width or less, but is designated as a major *street* or primary arterial by the applicable *land use plan*, the *roof sign* area shall be based on the greater than 60 feet *public right-of-way* width.

- (c) *Projecting signs* are permitted a maximum projection over *parkways*. Table 142-12E provides the allowable combinations for projection over the *parkway* and height.

Table 142-12E
Maximum Projection and Height for Projecting Signs

Height (Distance between the <i>parkway</i> or <i>grade</i> and the bottom of the <i>sign</i>)	Maximum Diagonal Projection over the <i>Parkway</i> (For corner <i>signs</i> at a 45-degree angle. This column may be used only if an establishment has no more than one <i>projecting sign</i> .)	Maximum Projection over the <i>Parkway</i> (For <i>signs</i> other than corner <i>signs</i>)
8 feet	1 foot	1 foot
9 feet	1 foot and 8 inches	1 foot and 6 inches
10 feet	2 feet and 4 inches	2 feet
11 feet	3 feet	2 feet and 6 inches
12 feet	3 feet and 8 inches	3 feet
13 feet	4 feet and 4 inches	3 feet and 6 inches
14 feet	5 feet	4 feet
15 feet	5 feet and 8 inches	4 feet and 6 inches
16 feet and greater	6 feet and 4 inches	5 feet

- (d) General Regulations for *Projecting Signs*
- (1) The *projecting sign* shall only be placed along the *street frontage* portion of the *premises* that is occupied by the establishment.
 - (2) All *projecting signs*, regardless of whether they project over public or private property, shall be subject to the regulations of this section.

- (3) A *projecting sign* is permitted only in lieu of *ground* or *roof signs*. However, if an establishment is permitted to have two *ground signs*, a *projecting sign* may be substituted for one of the *ground signs*. When a *ground sign* and a *projecting sign*, or two *projecting signs*, are installed by the same establishment on the same *street frontage*, the area of the two *signs* shall be reduced to one-half of the maximum *sign* area permitted by Tables 142-12D and 142-12H.
- (4) *Projecting signs* may be illuminated. All illuminated *signs* projecting over a *parkway*, except for *marquee* and entrance *awning signs*, must be internally illuminated.
- (5) For *Sign Category B* only, *projecting signs* shall comply with the following:
 - (A) The *sign face* shall be parallel to the face of the building, and
 - (B) The *sign* shall not project above the eaves or parapet of the building.
- (6) *Projecting signs* are permitted to revolve only if a Neighborhood Use Permit for revolving *projecting signs* has been issued in accordance with Chapter 12, Article 6, Division 2 (Neighborhood Use Permit Procedures) and Section 141.1101.
- (7) *Signs on Marquees (Non-Theater) and Entry Awnings*
 - (A) *Signs* may be mounted directly to the bottom of a *marquee* or *architectural projection* subject to the following regulations.
 - (i) The *sign* area shall not exceed 4 square feet per side.
 - (ii) The vertical dimension of the *sign* shall not exceed 12 inches.
 - (iii) The bottom of the *sign* shall be at least 8 feet above *grade*.
 - (iv) The *sign* shall be symmetrically placed along a center line running parallel or perpendicular to the *building facade* and the outer edge of the *marquee*.

- (B) All *signs* that are installed on a *marquee* or *architectural projection* shall be included as part of the permitted *sign* area for *projecting signs* on the *premises*.
 - (C) *Signs* that are attached to a *marquee* or other *architectural projection* that projects over a *parkway* shall comply with this section.
 - (D) *Signs* installed or painted on the vertical surface of a *marquee* or other *architectural projection* are not subject to height or projection requirements but may not project horizontally or vertically beyond any edge of the *marquee* or *architectural projection*.
- (e) Locational Regulations for *Projecting Signs*
- (1) *Projecting signs* shall meet the following minimum clearances:
 - (A) *Signs* that project above a *parkway* shall have a minimum clearance of 8 feet from the bottom of the *sign* to the *grade* below;
 - (B) *Signs* shall not project over *alleys*; and
 - (C) *Signs* that project over vehicular traffic areas on the *premises* and have a minimum clearance that is less than 16 feet, shall be labeled with the clearance height at the bottom of the *sign* with letters that are legible from a distance of at least 30 feet.
 - (2) *Projecting signs* may not be installed within five feet of the ground *floor* leasehold of an adjacent establishment.
 - (3) An establishment with 25 feet or more *street frontage* may have a *sign* that projects perpendicularly beyond a *property line*, provided that it projects no more than 5 feet, or two-thirds of the distance between the inside edge of the sidewalk and the face of the curb, whichever is less.
 - (4) An establishment with less than 25 feet of *street frontage* may have a *sign* that projects 4 feet or less beyond a *property line*.
 - (5) A minimum horizontal distance of 10 feet shall be provided between *projecting signs*.
 - (6) *Projecting signs* may not project above the *roof line* at the wall.

- (7) *Signs* may project above the top of the parapet wall subject to the following regulations.
 - (A) The *projecting sign* shall only be placed on a single-story building.
 - (B) The *sign* shall not project more than 2 feet vertically above the top of the parapet.
 - (C) The uppermost point of the *sign* shall not exceed 16 feet in height.
 - (D) The portion of the *sign* that projects above the parapet shall not exceed 33-1/3 percent of the vertical dimension of the *sign*.
 - (E) A *roof sign* shall not be located on the *premises*.
 - (F) The establishment shall not have a *wall sign* that extends above the parapet.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

(Amended 7-22-2024 by O-21836 N.S.; effective 10-5-2024.)

[Editors Note: Amendments as adopted by O-21836 N.S. will not apply within the Coastal Overlay Zone until the California Coastal Commission certifies it as a Local Coastal Program Amendment.

Click the link to view the Strikeout Ordinance highlighting changes to prior language http://docs.sandiego.gov/municode_strikeout_ord/O-21836-SO.pdf]

§142.1235 **Roof Signs in Commercial and Industrial Zones**

The following regulations apply to *roof signs*, which are permitted only in *Sign* Category A of the commercial and industrial zone *sign* categories.

- (a) One *roof sign* shall be permitted per *premises*. A *roof sign* is permitted only in lieu of a permissible ground or *projecting sign*. *Roof signs* may be located only on *premises* with accessible *street frontage*. *Roof signs* are not permitted on buildings with high-rise building identification *wall signs* as described in Section 142.1250.
- (b) Table 142-12F provides the permitted *sign* area for *roof signs*. The *sign* area is determined by the width of the *public right-of-way* fronting the *premises* and the *street* speed limit on that *public right-of-way*.

**Table 142-12F
Permitted Sign Area and Height for Roof Signs**

Maximum Allowances	Sign Categories		
	A	B	C
Permitted Sign Area⁽¹⁾ (Based on the adjacent <i>public right-of-way</i> width and <i>street</i> speed limit)			
<i>Public Right-of-way</i> Width ⁽²⁾ /Street Speed Limit			
60 feet or less /15-20 MPH	16 sf	Not Permitted	Not Permitted
“ /25-30 MPH	25 sf	Permitted	Permitted
“ /35-45 MPH	50 sf		
“ /50+ MPH	75 sf		
Greater than 60 ft /15-20 MPH	25 sf	Not Permitted	Not Permitted
“ /25-30 MPH	50 sf	Permitted	Permitted
“ /35-45 MPH	75 sf		
“ /50+ MPH	100 sf		
Freeway-oriented <i>signs</i>	300 sf	Not Permitted	Not Permitted

Footnotes for Table 142-12F

¹ The permitted *sign* area is for a single face. If a *roof sign* has two or more faces, the permitted *sign* area is doubled. *Signs* may have more than two faces, but the *sign* area shall not exceed twice the maximum permitted amount.

² Where a *public right-of-way* is developed to 60 feet in width or less, but is designated as a major *street* or a primary arterial by the applicable *land use plan*, the *roof sign* area shall be based on the greater than 60 feet *public right-of-way* width.

(c) The maximum height of *roof signs* is a combination of the building height and the maximum vertical dimension of the *sign*. The maximum vertical dimension includes the height of the *sign* plus any space that is required for clearance under the *sign*. The maximum total permitted height of the building and the *sign* is the measurement of the average elevation of the *premises* or the elevation of the centerline of the adjacent *street* at the point closest to the *sign*, whichever is lower, to the uppermost point of the *sign*. Table 142-12G provides the maximum height and vertical dimensions for *roof signs*.

Table 142-12G
Maximum Height and Vertical Dimensions for Roof Signs

Type of <i>Roof Sign</i>	Building Height	Maximum Vertical Dimension	Maximum Total Permitted Height of Building and Sign
Nonfreeway-oriented	0 - 15 feet	7 feet	30 ⁽¹⁾
	16 - 20 feet	10 feet	
Freeway-oriented	21 - 25 feet	7 feet	50 ⁽¹⁾
	26 - 30 feet	8 feet	
	31 - 35 feet	9 feet	
	36 - 40 feet	10 feet	

Footnote for Table 142-12G

¹ See Section 142.1235(e)(2)

(d) General Regulations for All *Roof Signs*

- (1) *Roof signs* shall have no more than two parallel faces.
- (2) *Roof signs* are not permitted to revolve.
- (3) All projecting *roof signs* must be internally illuminated.

(e) Locational Regulations for All *Roof Signs*

- (1) All *roof signs* shall be set back a minimum of 3 feet from the edge of all outside building walls on which the *sign* is located, unless the following circumstances exist:
 - (A) The lower edge of the *sign* is at least 7 feet above the top of the building wall and the surface of the roof; and
 - (B) The *sign* occupies 25 percent or less of the length of the building elevation above which the *sign* is located.
- (2) *Roof signs* that are located on a *premises* with a boundary within 100 feet from the *property line* of a residentially zoned *lot* or *premises* shall not exceed 20 feet in height unless one of the following circumstances exist:

- (A) The *sign* is located more than 100 feet from the *property line* of the residentially zoned property; or
 - (B) The entire *premises* is within 100 feet from the *property line* of the residentially zoned property, and the *sign* is located on the 25 percent of the *lot* or *premises* that is farthest from the *property line*.
- (3) *Roof signs* may project over *parkways* provided that the following circumstances exist:
- (A) The *sign* pertains to an establishment or activity that is within the building on which the *sign* is located;
 - (B) The portion of the *sign* projecting into the *parkway* does not exceed 33-1/3 percent of the total *roof sign* area;
 - (C) The *sign* does not exceed the permitted *sign* area for *roof signs* in Table 142-12F; and
 - (D) The *sign* does not exceed the maximum projection provision for *projecting signs* in Table 142-12E.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

(Amended 8-9-2019 by O-21114 N.S.; effective 9-8-2019.)

(Amended 2-1-2021 by O-21288 N.S.; effective 3-3-2021.)

(Amended 7-22-2024 by O-21836 N.S.; effective 10-5-2024.)

[Editors Note: Amendments as adopted by O-21836 N.S. will not apply within the Coastal Overlay Zone until the California Coastal Commission certifies it as a Local Coastal Program Amendment.

Click the link to view the Strikeout Ordinance highlighting changes to prior language http://docs.sandiego.gov/municode_strikeout_ord/O-21836-SO.pdf]

§142.1240 Ground Signs in Commercial and Industrial Zones

The following regulations apply to *ground signs* in all commercial and industrial zone *sign* categories, unless otherwise indicated.

- (a) One *ground sign* is permitted for each *premises* with accessible *street frontage*, regardless of *street frontage* length. In *Sign Category A* only, the number of *ground signs* increases as the *street frontage* lengthens. *Ground signs* are permitted in lieu of *roof* and *projecting signs*.

- (b) Signs shall not exceed a height of 3 feet within a *visibility area*. For determination of the *visibility area* see Chapter 11, Article 3, Division 2 (Rules for Calculation and Measurement).
- (c) Table 142-12H provides the general regulations for *ground signs*.

**Table 142-12H
Maximum Allowances for Ground Signs**

Maximum Allowances	Sign Categories		
	A	B	C
Permitted Sign Area⁽¹⁾ (Based on the Width of the Adjacent <i>Public Right-of-way</i> and <i>Street Speed Limit</i>)			
<i>Public Right-of-way Width / Street Speed Limit</i>			
60 feet or less /15-20 MPH	32 sf	50 sf	32 sf
“ /25-30 MPH	50 sf	50 sf	50 sf
“ /35-45 MPH	100 sf	100 sf	100 sf
“ /50+ MPH	150 sf	150 sf	100 sf
More than 60 ft /15-20 MPH	50 sf	50 sf	50 sf
“ /25-30 MPH	100 sf	100 sf	100 sf
“ /35-45 MPH	150 sf	150 sf	100 sf
“ /50+ MPH	200 sf	150 sf	100 sf
Freeway-oriented signs	300 sf	Not permitted	Not permitted
Number of Signs per Street Frontage	1	1 ⁽⁶⁾	1
<i>Street frontage</i> greater than 250 feet (Where a <i>premises</i> of 4 acres or more fronts on a <i>street</i> that abuts a <i>freeway</i> , the <i>premises</i> shall be allowed one <i>sign</i> totaling 250 square feet. If the <i>premises</i> has more than 250 feet of <i>street frontage</i> on a <i>street</i> that abuts a <i>freeway</i> , two signs of 200 square feet each separated by a minimum of 100 feet shall be permitted.)	One additional <i>sign</i> for each additional 250 feet of <i>street frontage</i> ⁽²⁾	-	-

Maximum Allowances	Sign Categories		
	A	B	C
Maximum Height ⁽⁵⁾	30 ft	15 ft	8 ft
Freeway-oriented ⁽³⁾	50 ft	Not Permitted	Not Permitted
Premises located within 100 feet of residentially zoned property ⁽⁴⁾	20 ft	15 ft	8 ft
Visibility areas (see Section 113-0273)	3 ft	3 ft	3 ft
Required Setbacks	<p><i>Ground signs</i> shall not be placed in the interior side or rear yards.</p> <p><i>Ground signs</i> may be placed within the required front and street side yard in accordance with Section 142.1240(e)(4).</p>		

Footnotes for Table 142-12H

- ¹ The permitted *sign* area is for a single face. If a *ground sign* has two or more faces, the permitted *sign* area is doubled. *Signs* may have more than two faces, but the *sign* area shall not exceed twice the maximum permitted amount. See Section 142.1440(d)(3).
- ² See Section 142.1240(d)(3).
- ³ See Section 142.1240(d)(2).
- ⁴ See Section 142.1240(e)(2).
- ⁵ The height of *ground signs* shall be measured from the *grade* at the centerline of the adjacent *public right-of-way* to the top of the *sign* or *sign structure*, whichever is higher. The height of any portion of the *sign* or *structure* shall not exceed the maximum permitted height as specified in this table.
- ⁶ *Ground signs* are not permitted on *premises* having less than 100 feet of *street frontage*.

(d) General Regulations for *Ground Signs*

- (1) For *premises* that have more than one *street frontage*, each *street frontage* is considered separately for calculating the permitted *ground sign* area.
- (2) Freeway-oriented *signs* are permitted, provided that the *sign* is one of the permitted *ground signs* and not an additional *sign*. No more than one freeway-oriented *sign* is permitted per *premises*.

- (3) For *premises* in Sign Category A only, the following apply.
 - (A) Where more than one *sign* is located on the same *street frontage*, the display area of each *sign* shall be reduced to 50 percent of that permitted in Table 142-12H.
 - (B) For single occupancy *premises*, the establishment may combine the allowable *sign* area of two or more *ground signs* into one *sign*, provided that the *sign* area does not exceed one-half square foot per foot of *street frontage* along the same *public right-of-way*, or 200 square feet, whichever is less.
 - (C) *Ground signs* may project over the roof of a building provided that the following circumstances exist:
 - (i) There are no other *ground signs*, *roof signs*, or *projecting signs* on the *premises*;
 - (ii) The *sign* does not revolve;
 - (iii) The *sign* complies with the permitted *sign* area specified in Table 142-12F; and
 - (iv) The *sign* does not exceed the maximum permitted vertical dimensions for *roof signs* as specified in Table 142-12G.
- (4) A *ground sign* is considered to be projecting when any portion of the *sign* penetrates a vertical plane connecting the outer eaves of a building or *structure* or the outer edges of the parapet wall.
- (5) *Ground signs* may project over a *parkway* subject to the following regulations.
 - (A) The *sign* height shall not exceed 16 feet;
 - (B) The *sign* shall not exceed the projection permitted in Table 142-12E;
 - (C) The *sign* shall not exceed the permitted *sign* area specified in Table 142-12D; and

- (D) If the *sign* projects above a traffic area, such as a driveway or parking *lot* aisle, the minimum clearance between the bottom of the *sign* and the ground shall be 8 feet. When the clearance is less than 16 feet, the *sign* shall be clearly labeled at the bottom of the *sign* with letters that are legible from a distance of 30 feet.
- (6) *Ground signs* may be internally illuminated or externally illuminated.
- (e) Locational Regulations for *Ground Signs*
 - (1) *Ground signs* may be installed only on the *street frontage* used for determining the *ground sign* allowable area.
 - (2) *Ground signs* that are located on a *premises* with a *property line* within 100 feet of a residentially zoned property shall not exceed 20 feet in height unless one of the following circumstances exists:
 - (A) The *sign* is located more than 100 feet from the boundary of the residentially zoned property; or
 - (B) The entire *premises* is within 100 feet of the boundary of the residentially zone property, and the *sign* is located on the 25 percent of the *premises* that is farthest from that property. The *sign* shall not exceed the maximum height permitted in Table 142-12H.
 - (3) All *ground signs*, except for *freeway*-oriented, shall only be placed along the *street frontage* of the *premises* used for determining the *ground sign* allowance. *Freeway*-oriented *signs* may be located on any portion of the *premises* except within the *setbacks*.
 - (4) *Ground signs* may be located in required front and street side yards subject to the following limitations.
 - (A) *Signs* located between 0 and 15 feet from the *public right-of-way*:
 - Maximum height: 3 feet
 - Permitted *sign* area: 33 percent of the maximum permitted area in Table 142-12H

(B) *Signs* located 15 feet and up to 25 feet from the *public right-of-way*:

Maximum height: 6 feet

Permitted *sign* area: 66 percent of the maximum permitted area in Table 142-12H

(C) When more than one *ground sign* is permitted on a *premises*, and if the *signs* are located in the front or street side yards, the permitted *sign* area shall be reduced in accordance with the limitations in Section 142.1240(e)(4)(A) and (B) and by an additional 50 percent as required by Section 142.1240(d)(3)(A).

(f) *Revolving Ground Signs*

(1) *Ground signs* are permitted to revolve in *Sign* Category “A” only.

(2) Single occupancy *premises* with two or more *street frontages* are allowed to have a revolving *ground sign* subject to the following regulations.

(A) No other ground, roof, or *projecting signs* are permitted on the *premises*;

(B) The *sign* area shall not exceed one-half of that permitted in Table 142-12H;

(C) The maximum speed of revolution shall not exceed 6 revolutions or cycles per minute; and

(D) The *sign* shall be installed at least 100 feet from the *property line* of a residentially zoned property.

(g) *Ground Sign Pole Covers*

Where *ground signs* are supported by poles, covers may be added onto those poles to improve the aesthetic quality of the *ground sign* in accordance with the following regulations.

(1) Pole covers shall not contain *signs* or *sign copy area*.

- (2) The average combined width of all pole covers for an individual *ground sign* shall not exceed an average of 50 percent of the width of the largest *sign face*.
- (3) Exception: For pole covers that are designed with vertical and horizontal faces that are a minimum of 50 percent transparent or open, the average combined width of all pole covers for an individual *ground sign* shall not exceed 75 percent of the width of the largest *sign face*.
- (4) The maximum width of any element of any pole cover shall not exceed the width of the largest *sign face*.
- (5) The maximum thickness of any pole cover shall not exceed the maximum thickness of the largest *sign face*.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

(Amended 11-28-2005 by O-19444 N.S.; effective 2-9-2006.)

(Amended 7-22-2024 by O-21836 N.S.; effective 10-5-2024.)

[Editors Note: Amendments as adopted by O-21836 N.S. will not apply within the Coastal Overlay Zone until the California Coastal Commission certifies it as a Local Coastal Program Amendment.

Click the link to view the Strikeout Ordinance highlighting changes to prior language http://docs.sandiego.gov/municode_strikeout_ord/O-21836-SO.pdf]

§142.1245 Secondary Signs in Commercial and Industrial Zones

The following regulations apply to secondary *signs* in all commercial and industrial zone *sign* categories, unless otherwise indicated.

- (a) Secondary *signs* may be either permanent or temporary.
- (b) The area for secondary *signs* is not included in the calculation for the allowable *sign* area for primary *signs* unless otherwise noted.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

§142.1250 Permanent Secondary Signs in Commercial and Industrial Zones

- (a) Table 142-12I identifies the type of permanent secondary *signs* permitted in the different *sign* categories.

**Table 142-12I
Permanent Secondary Signs**

Type of Permanent Secondary <i>Sign</i>	<i>Sign</i> Categories A, B, and C
	Number and Size of Permanent Secondary <i>Signs</i>
High-rise Building Identification wall <i>Signs</i>	
Number of <i>Signs</i> Permitted	One <i>sign</i> per facade on buildings that have a height of 100 feet or greater for building identification only
Additional Regulations	See Section 142.1250(b)
Establishment Identification	Permitted under certain conditions - See Section 142.1250 (c)
Incidental	
Number of <i>Signs</i> Permitted	Maximum four <i>signs</i> permitted per <i>ground sign structure</i> or building wall
Permitted <i>Sign</i> Area	Any one <i>sign</i> shall not exceed 6 square feet; the total area of all <i>signs</i> shall not exceed 10 square feet
Additional Regulations	See Section 142.1250(d)
Directional	
Number of <i>Signs</i> Permitted	One <i>sign</i> permitted at each driveway
Permitted <i>Sign</i> Area	Each <i>sign</i> shall not exceed 12 square feet
Permitted Height	8 feet
Additional Regulations	See Section 142.1250(e)
Window	
Number of <i>Signs</i> Permitted	Permitted - See Section 142.1250(f)
Permitted <i>Sign</i> Area	Not to exceed 30 percent of the window area. Letters may not be greater than 6 inches in average height, and

Type of Permanent Secondary <i>Sign</i>	Sign Categories A, B, and C
	Number and Size of Permanent Secondary Signs
	logos may not exceed 16 inches in any dimension
Public Utility and Safety Signs Required by Law	Permitted as required by law or ordinance - See Section 142.1250(g)
Theater Lobby	Permitted - See Section 142.1250(h)
Signs Required by Law to Be Visible from the Public Right-of-way	Exempt from this division provided that the <i>signs</i> do not exceed the minimum dimensions required by law. See Section 142.1250(i)
Address Numbers	
Exempt from this division if the numbers meet the following criteria:	
Permitted <i>sign</i> Area	4 square feet
Maximum height of Numbers	12 inches
Address numbers that do not meet the above criteria	See Section 142.1250(j)
Directories	
Number of <i>Signs</i> Permitted	One <i>sign</i> per entrance from a public <i>street</i>
Permitted <i>Sign</i> Area	24 square feet per <i>sign face</i>
Maximum Permitted Height	6 feet
Additional Regulations	See Section 142.1250(k)

(b) High-Rise Building Identification *Wall Signs*

(1) In *Sign* Category A only, buildings in excess of 100 feet in height shall be permitted additional *wall sign copy area* for building identification purposes subject to the following regulations.

(A) The high-rise building identification *wall sign* shall be placed on a building at a minimum height of 100 feet, above the uppermost row of windows, and not within 2 feet of the top of a parapet wall.

- (B) The high-rise building identification *sign copy area* shall not be included in the calculation of primary *wall sign* area.
 - (C) A *premises* containing a building with a high-rise *wall sign* shall not be entitled to a *roof sign*.
 - (D) High-rise *wall sign* area shall not be transferred from one *building facade* to any other *building facade*.
 - (E) High-rise *wall signs* shall not project more than 18 inches from a building wall, nor shall they be illuminated by self-supporting light fixtures that extend more than 18 inches over a *parkway*.
 - (F) The *sign* shall comply with area and *setback* requirements determined by reference to Table 142-12J.
 - (G) The *sign* shall be placed in its entirety within the Building Height Measurement Category in Table 142-12J. The height of the *sign* is measured from the average *grade* of the building immediately below the *sign* to the uppermost point of the *sign copy area*.
- (2) Table 142-12J provides the basis for calculating the high-rise building identification *wall sign copy area* and the minimum distance the *sign* must be set back from the building edge. The permitted *sign copy area* is based on the height of the building and the width of the *building facade* at the uppermost point of the *sign copy area*. The required *setback* is based on the height of the *sign*.

**Table 142-12J
High-Rise Building Identification Wall Sign Calculations**

Building Height Measurement Category Elevation at which uppermost point of <i>sign copy area</i> may be located.	Sign Area Factor For <i>sign</i> area, multiply the width of the <i>building facade</i> at the uppermost point of the <i>sign copy area</i> , by the factor below that corresponds to the height of the <i>sign</i> .	Sign Setback The minimum distance that the <i>sign</i> must be set back from each vertical edge of the <i>building facade</i> is based on the uppermost point of the <i>sign copy area</i> .
100 - 150 feet	5 square feet	5 feet
151 - 200 feet	6 square feet	6 feet
201 - 300 feet	7 square feet	7 feet
301 feet and greater	8 square feet	8 feet

- (c) Establishment identification *wall signs*, which identify the name or symbol of an establishment, the operation of an establishment, or the products or services available on the *premises*, shall not be included in the calculation of allowable primary *sign* area, provided that the following criteria are met:
 - (1) The *sign* has non illuminated letters;
 - (2) The *sign* lettering does not exceed 3 inches in average height; and
 - (3) The *sign* area does not exceed 4 square feet.
- (d) Incidental *signs* that pertain to goods, products, services, or facilities that are available on the *premises* where the *sign* is located are permitted subject to the following regulations:
 - (1) Incidental *signs* may be located on *ground signs* or on a building wall.
 - (2) Incidental *signs* may not be attached perpendicularly to a wall.
 - (3) Incidental *signs* are limited to the following information:
 - (A) Trading stamps,
 - (B) Credit cards accepted,
 - (C) Notices of services or restrictions, and
 - (D) Trade affiliations or public interest messages.

- (e) Directional *signs*, which are for the sole purpose of directing traffic or pedestrians, shall have at least 50 percent of the *sign* area used for providing direction and shall observe *visibility area* restrictions.
- (f) Permanent window *signs* shall be permanently affixed to the exterior window.
- (g) *Public utility* and safety *signs* that are required by law are exempt from this division.
- (h) Theater lobby *signs* located on the walls of lobbies that are roofed and open on one side only shall not be calculated as permitted *wall sign* area, if any of the following circumstances exists:
 - (1) The *sign* is perpendicular to the fronting *public right-of-way* on the open side of the lobby;
 - (2) The open side of the lobby does not front a *public right-of-way*; or
 - (3) The *sign* is located within the lobby and is not intended to be visible to passing vehicular traffic.
- (i) *Signs* that are required by law to be visible from the *public right-of-way* are exempt from this division provided that the *signs* do not exceed the minimum dimensions required by law. *Signs* that exceed the minimum dimensions shall be subject to this division to the extent that the minimum dimensions are exceeded. *Signs* required by law other than *public utility* and safety *signs* that do not have specified minimum dimensions shall be subject to this division.
- (j) Address numbers that exceed the applicable height and area requirements from Table 142-12I shall be calculated as permitted *wall sign* area.
- (k) Directory *signs*, which list the names or uses in a building or on a *premises*, may be either primary *wall signs* or *ground signs* as permitted for the *premises*. Ground directory *signs* are subject to the minimum *setbacks* established by the applicable zones.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)
(Amended 3-1-2006 by O-19468 N.S.; effective 4-1-2006.)
(Amended 3-7-2023 by O-21618 N.S.; effective 5-6-2023.)

[Editors Note: Amendments as adopted by O-21618 N.S. will not apply within the Coastal Overlay Zone until the California Coastal Commission certifies it as a Local Coastal Program Amendment.

Click the link to view the Strikeout Ordinance highlighting changes to prior language
http://docs.sandiego.gov/municode_strikeout_ord/O-21618-SO.pdf]

§142.1255 Temporary Secondary Signs in Commercial and Industrial Zones

- (a) Temporary *signs* shall not be directly illuminated.
- (b) Temporary *signs* shall not be permanently installed or affixed to any *sign structure* or building.
- (c) Table 142-12K identifies the type of temporary secondary *signs* permitted in the different *sign* categories.

**Table 142-12K
Temporary Secondary Signs**

Type of Temporary Secondary Sign	Sign Categories A, B, and C
Construction Site	
Number of <i>Signs</i> Permitted	One <i>sign</i> per <i>street frontage</i> Any single <i>street frontage</i> that is greater than 500 feet may have one additional <i>sign</i>
Permitted <i>Sign Area</i>	160 square feet
Maximum Permitted Height	20 feet
Additional Regulations	See Section 142.1255(d)
Real Estate (either ground or <i>wall signs</i>)	
Number of <i>Signs</i> Permitted	Permitted <i>sign</i> area based on <i>street frontage</i> may be divided among more than one <i>sign</i>
Permitted <i>Sign Area</i> (total area for all <i>signs</i> on the property) based on length of the <i>street frontage</i>	
0-100 feet	32 square feet
101-300 feet	64 square feet
301-500 feet	96 square feet
501 feet and greater	160 square feet
Maximum Permitted Height	
Ground Real Estate <i>Sign</i>	20 feet

Type of Temporary Secondary Sign	Sign Categories A, B, and C
Wall Real Estate Sign (may be banners)	Signs shall not be placed above the parapet or roof line of a building
Sign Dimensions	The horizontal dimension shall not exceed 2-1/2 times the vertical dimension
Additional Regulations	See Section 142.1255 (e)
Real Estate Open House Directional for Multiple Dwelling Unit Residential Uses in Commercial and Industrial Zones.	
Permitted Sign Area (total area for all sides)	4 square feet
Additional Regulations	See Section 142.1255(f)
Inflatable Displays	
Number of Displays Permitted	3 displays per premises
Permitted Sign Area	A combined total of 1500 square feet of cross section area for all displays on the premises
Maximum Permitted Height	45 feet from the ground to the apex of the display
Additional Regulations	See Section 142.1255(g)
Temporary Advertising Vehicles	See Section 142.1255(h)

Type of Temporary Secondary Sign	Sign Categories A, B, and C
Temporary Window Signs	
Number of <i>Signs</i> Permitted and Size of <i>signs</i>	Not to exceed 30 percent of the window area. Letters may not be greater than 6 inches in average height, and logos may not exceed 16 inches in any dimension
Additional Regulations	See Section 142.1255(i)
On-premises Directional and Identification Signs for subdivisions	
Number of <i>Signs</i> Permitted per Sales Office	One <i>sign</i> is permitted for each real estate sales office and one <i>sign</i> is permitted for each model home in the <i>subdivision</i>
Permitted <i>Sign</i> Area	16 square feet
Maximum Permitted Height for Freestanding <i>Signs</i> on the <i>Premises</i> of Sales Office	12 feet
Number of <i>Signs</i> Permitted per <i>Subdivision</i> Entrance	One double-faced <i>sign</i> , or two single-faced <i>sign</i> advertising the <i>subdivision</i> is permitted at the entrance of the <i>subdivision</i>
Permitted <i>sign</i> Area	160 square feet
Maximum Permitted Height	8 feet. May be 12 feet or 16 feet by special permit.
Number of Flags Permitted	3 flags for each model home 6 flags if only one model
Required Flag Dimensions	3 feet by 5 feet
Maximum Permitted Height	20 feet
Off-premises Directional and Identification Signs for Subdivisions	See Section 142.1255(j)
Banners, Pennants, Flags, Streamers, and other similar devices	Permitted under certain conditions - See Section 142.1255(k)

- (d) Temporary Construction Site *Signs*
 - (1) Construction site *signs* may be either ground or *wall signs*.
 - (2) *Street frontages* may not be combined for determining the number of *signs* permitted on a *premises*.
 - (3) *Signs* permitted on one *street frontage* may not be placed on another *street frontage*.
 - (4) Construction site *ground signs* shall be located within 35 feet of the fronting *public right-of-way*.
 - (5) *Signs* relating to safety warnings, traffic directions, entry prohibitions, and other similar *signs* for a construction project are permitted for the duration of the project.
- (e) Real Estate *Signs*
 - (1) Real estate *sign copy* shall be limited to offering the *premises* for sale, rent, or lease.
 - (2) Real estate *signs* may be either ground or *wall signs*.
 - (3) Real estate *wall signs* shall meet the requirements of Section 142.1225.
 - (4) Real estate *signs* on the same *premises* shall have at least 50 feet between *signs*.
 - (5) Real estate *signs* shall be placed entirely within the *property lines* of the *premises* to which they pertain.
 - (6) Real estate *signs* shall be removed within 15 *business days* of sale or occupancy of the *premises*, whichever occurs first.
- (f) Open House Directional *Signs* for Multiple-Unit Dwelling Units in Commercial and Industrial Zones
 - (1) Open house directional *signs* may contain the name of the person or agency offering a dwelling unit for sale, an arrow, and an address of the dwelling unit.
 - (2) Open house directional *signs* shall comply with the following regulations.
 - (A) The *signs* must pertain to one dwelling unit that is being offered for sale.
 - (B) The *signs* shall be ground-mounted.

- (C) The *signs* shall not be placed in the *public right-of-way* or on public property.
 - (D) The *signs* may be placed on private property only with the consent of the property owner.
 - (E) The *signs* may be in place during daylight hours only.
 - (F) Flags, banners, streamer, and pennants may not be placed on or near the *signs*.
- (g) Inflatable displays shall comply with the following regulations.
- (1) The display shall be ground-mounted or roof-mounted and filled with ambient air.
 - (2) The display shall not be placed within 300 feet of any other inflatable display on the same *premises* or within 300 feet of a *freeway public right-of-way*.
 - (3) The display shall not be placed within 100 feet of a residentially zoned *premises*.
 - (4) The display shall observe all Federal Aviation Administration height limitations.
 - (5) The display shall not be located within required *setbacks*.
 - (6) The display shall not be in place more than 10 consecutive *business days*, nor more than a total of 20 calendar days in a 12-month period.
 - (7) The materials used shall not fade or tear during the period of installation. Structural materials and installation shall comply with the provisions of California State General Order Number 95.
 - (8) The display shall not be attached to *fences*, trees, shrubbery, or utility poles.
 - (9) The display shall not be placed in or project into the *public right-of-way*.
 - (10) The display shall not obstruct or obscure primary *signs* on adjacent *premises*.
 - (11) The display shall not create a traffic hazard because of the distracting character of the display or the cumulative effect of all displays to motorists.

- (h) Temporary Advertising Vehicles
 - (1) A vehicle that has an attached *sign* or advertising device for the purpose of providing advertisement of products or directing people to an establishment or activity shall not be parked so that it is visible from *public rights-of-way*.
 - (2) Business or commercially licensed vehicles that have permanently attached *signs* or advertising devices and are used for the primary purpose of transporting people and products may be parked so that they are visible from *public rights-of-way*.
- (i) Temporary Window or Building *Signs*
 - (1) *Signs* may be painted on the interior of a window, or constructed of cloth or paper and attached to the interior of a window or interior building wall.
 - (2) *Signs* may not be attached or affixed in any manner to the exterior surface of any window or building.
- (j) Off-premises Directional and Identification *Signs* for *Subdivisions*
 - (1) Off-premises directional and identification *signs* for *subdivisions* must be for a *subdivision* within the City of San Diego with *dwelling units* or *lots* that are being offered for sale.
 - (2) Off-premises directional and identification *signs* for *subdivisions* shall comply with the following regulations.
 - (A) The *signs* shall not be placed in the *public right-of-way* or on public property.
 - (B) The *signs* may be placed on private property only with the consent of the property owner.
 - (C) *Sign copy* may contain the name of the *subdivision*, name of the developer or subdivider of record, a descriptor of the *development* (i.e. single family, condos, etc.), and address or directional arrow. No information regarding other *subdivision* features, prices, or loans is permitted on the *sign face*.
 - (D) *Signs* shall be located within 3 miles of the *subdivision* with at least 300 feet between *signs*, except that *signs* may be located at each corner of an intersection of a major street.

- (E) A maximum of 8 off-premises *signs* are permitted per *subdivision*.
 - (F) *Signs* shall be a maximum of 16 square feet in sign area.
 - (G) *Signs* shall comply with a maximum height of 8 feet.
 - (H) *Signs* shall not exceed a height of 3 feet within a *visibility area*. For determination of the *visibility area* see Chapter 11, Article 3, Division 2 (Rules for Calculation and Measurement).
 - (I) Flags, banners, streamers, and pennants may not be placed on or near the *signs*.
- (k) Banners, Pennants, Flags, and Streamers
- (1) Banners, pennants, flags, streamers, flares, wind-propelled and noise-making devices, and other similar devices shall not be permitted, unless they qualify as one of the following:
 - (A) Corporate or Institutional Flags
Corporate and institutional flags shall be displayed from either freestanding or wall-mounted flagpoles. The flags may not exceed one *sign* for every 100 feet of *street frontage* and may not exceed five flags per *premise*
 - (B) Holiday Decorations
Holiday decorations shall be removed within 20 calendar days of the passing of the holiday.
 - (C) Grand Opening Streamers, Temporary Banners, and Pennants
Streamers, temporary banners, and pennants identifying the grand opening of a completely new establishment shall be permitted for no more than 60 consecutive calendar days. They shall not be placed within 50 feet of a residentially zoned *premises*. Two temporary banner *signs* shall not exceed one-half of the maximum permitted *sign copy area* for allowable *wall signs*.
 - (2) Banners, pennants, flags, and streamers must also comply with regulations in Section 142.1255(g)(7) - (11) for inflatable displays.
(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)
(Amended 1-23-2013 by O-20235 N.S.; effective 2-22-2013.)

§142.1260 Signs Permitted by Higher Process

The following *signs* may be permitted with a Neighborhood Use Permit in accordance with Chapter 12, Article 6, Division 2 and Chapter 14, Article 1, Division 11:

- (a) Revolving *projecting signs*,
- (b) *Signs* with automatic changing copy (except that automobile service station gasoline pricing *signs* designed in accordance with state law may be approved in accordance with Process One).
- (c) Theater *marquees*,
- (d) Neighborhood identification *signs*, and
- (e) Comprehensive *sign* plans.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

(Amended 11-13-08 by O-19804 N.S.; effective 12-13-2008.)

(Amended 8-4-2011 by O-20081 N.S.; effective 10-6-2011.)

(Amended 5-5-2015 by O-20481 N.S.; effective 6-4-2015.)

§142.1265 Signs in Single Dwelling Unit Residential Zones

The following regulations apply to all *signs*, both permanent and temporary, that are permitted in *single dwelling unit* residential zones.

- (a) Permanent *Signs*

The following *signs* are permitted in all of the *single dwelling unit* residential zones on a permanent basis.

- (1) *Street* address numbers are permitted, provided that the numbers do not exceed ½ square foot each. Address numbers may be either internally or externally illuminated.
- (2) Nameplates are permitted, provided that they do not exceed 1 square foot in area. Nameplates may be indirectly illuminated only.
- (3) Accessory warning *signs* that provide warnings such as “no parking,” “watch dogs,” and “security services” are permitted. The maximum *sign* area permitted for accessory warning *signs* is 1 square foot.
- (4) Category C *Signs* are permitted in accordance with Section 142.1220 for commercial, office, retail, and institutional uses that are allowed in residential zones, as identified in Table 131-04B, except that *ground signs* shall not exceed 3 feet in height and secondary *signs* are not permitted.

(b) Temporary Signs

The following signs are permitted in all single-dwelling unit residential zones on a temporary basis.

(1) Real estate signs that offer the premises for sale, lease, or rent are permitted on a temporary basis, in accordance with the following regulations.

(A) One sign may be located on each street frontage.

(B) The signs may be single-faced or double-faced.

(C) The sign area shall not exceed 9 square feet, and the sign dimensions shall not exceed 3 feet by 3 feet.

(D) The sign height shall not exceed 6 feet.

(E) The signs shall not be illuminated.

(F) The sign shall be removed within 15 business days of sale or occupancy of the premises, whichever occurs first.

(2) Yard sale signs that identify a yard sale on the premises are permitted during the hours of the sale in accordance with the following regulations.

(A) One single-faced sign may be permitted per premises.

(B) The sign area shall not exceed 9 square feet.

(C) The sign height shall not exceed 6 feet.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

(Amended 3-22-2018 by O-20917 N.S.; effective 4-21-2018.)

§142.1270 Signs in Multiple Dwelling Unit Residential Zones

The following regulations apply to all *signs*, both permanent and temporary, that are permitted in all *multiple dwelling unit* residential zones, unless otherwise indicated.

- (a) In all *multiple dwelling unit* residential zones, the following *signs* are permitted on a permanent basis.
 - (1) *Street* address numbers are permitted, provided that the numbers do not exceed .5 square foot each. Address numbers may be either internally or externally illuminated.
 - (2) Nameplates are permitted provided that they do not exceed 1 square foot in area. Nameplates may be indirectly illuminated only.
 - (3) Accessory warning *signs* that provide warnings such as “no parking,” “watch dogs,” and “security services” are permitted. The permitted *sign* area for accessory warning *signs* is 1 square foot.
 - (4) Directional *ground signs* may be permitted at each driveway of a parking *lot* containing five or more parking spaces provided that the following regulations are met:
 - (A) The *sign* may be single-faced or double-faced;
 - (B) The *sign* area shall not exceed 2 square feet; and
 - (C) The *sign* height shall not exceed 4 feet.
 - (5) Category C *Signs* are permitted in accordance with Section 142.1220 for commercial uses that are allowed in residential zones, as identified in Table 131-04B, except that *ground signs* shall not exceed 3 feet in height and secondary *signs* are not permitted.
- (b) In all *multiple dwelling unit* residential zones, the following *signs* are permitted on a temporary basis.
 - (1) *Ground signs* offering new residential *developments* for sale, lease, or rent are permitted for 1 year from the issuance of occupancy permits or until all units have been sold, rented, or leased, whichever occurs first. The *signs* shall comply with the following regulations:
 - (A) One single-faced or double-faced *sign* is permitted for each *street frontage*.
 - (B) For the RM-1-1, RM-1-2, and RM-1-3 zones, the maximum display area is 16 square feet, and the maximum height is 6 feet.

- (C) For the RM-2-4, RM-2-5, and RM-2-6 zones, the maximum *sign* area is 24 square feet, and the maximum height is 8 feet.
 - (D) For the RM-3-7, RM-3-8, and RM-3-9 zones, the maximum *sign* area is 32 square feet, and the maximum height is 12 feet.
 - (E) For the RM-4-10, RM-4-11, and RM-45-12 zones, the maximum *sign* area is 48 square feet, and the maximum height is 16 feet.
 - (F) *Wall signs* may be used in lieu of *ground signs*, provided that they do not exceed the permitted *sign* area in Section 142.1270(b)(1)(B) through 142.1270(b)(1)(E) and the *sign* is not placed higher than 12 feet from *grade* to the top of the *sign*.
- (2) *Ground signs* offering existing residential *developments* and vacant *lots* for sale, lease, or rent are permitted, provided that the *sign* complies with the following regulations.
- (A) One *sign* is permitted for each *street frontage*.
 - (B) For the RM-1-1, RM-1-2, and RM-1-3 zones, the maximum *sign* area is 4 square feet, and the maximum height is 4 feet.
 - (C) For the RM-2-4, RM-2-5, and RM-2-6 zones, the maximum *sign* area is 6 square feet, and the maximum height is 4 feet.
 - (D) For the RM-3-7, RM-3-8, and RM-3-9 zones, the maximum *sign* area is 8 square feet, and the maximum height is 6 feet.
 - (E) For the RM-4-10, RM-4-11, and RM-45-12 zones, the maximum *sign* area is 10 square feet, and the maximum height is 6 feet.
 - (F) One additional foot in height is permitted for the post and crossbar supporting the *sign*.
 - (G) *Wall signs* may be used in lieu of *ground signs*, provided that they do not exceed the permitted *sign* area in Section 142.1270 (B) through (E) above, and the *signs* are not placed higher than 12 feet from *grade* to the top of the *sign*.
 - (H) For the RM-1-1, RM-1-2, RM-1-3, RM-2-4, RM-2-5, and RM-2-6 zones only, banner *signs* may be used in lieu of *wall signs*, provided that they do not exceed the permitted *sign* area in Section 142.1270 (B) and (C) above, and provided that the *sign* is mounted flush against the building.

- (3) Real estate *signs* other than those identified in Section 142.1270(b)(1) and (b)(2) that offer the *premises* for sale, lease, or rent are permitted on a temporary basis, subject to the following regulations.
 - (A) One *sign* may be located on each *street*.
 - (B) The *signs* may be single-faced or double-faced.
 - (C) The *sign* area shall not exceed 4 square feet, and the *sign* dimensions shall not exceed 2 feet.
 - (D) The *sign* height shall not exceed 4 feet, but the supporting post and cross bar may increase the height to 5 feet.
 - (E) The *signs* shall not be illuminated.
 - (F) The *signs* shall be removed within 15 *business days* of sale or occupancy of the *premises*, whichever occurs first.
- (4) Yard sale *signs* that identify a yard sale on the *premises* are permitted during the hours of the sale in accordance with the following regulations.
 - (A) One single-faced *sign* is permitted for each *premises*.
 - (B) The *sign* area shall not exceed 9 square feet.
 - (C) The *sign* height shall not exceed 6 feet.
- (c) Permanent *Signs* in the RM-3-7, RM-3-8, and RM-3-9 Zones
The permanent *signs* listed below are permitted in the RM-3-7, RM-3-8, and RM-3-9 zones only.
 - (1) Property identification *wall signs* are permitted, provided that the *signs* comply with the following regulations.
 - (A) One *sign* is permitted for each *street frontage*.
 - (B) The *sign* area shall not exceed 20 square feet for each *street frontage*.
 - (C) The *signs* shall not be placed higher than 12 feet.
 - (D) The *signs* shall not project above the roof or parapet of the building.
 - (E) The *signs* shall not be internally illuminated.

- (2) Property identification *ground signs* are permitted in lieu of property identification *wall signs*, provided that the *ground signs* comply with the following regulations.
 - (A) One *sign* is permitted for each *street frontage*.
 - (B) The *signs* may be single-faced or double-faced.
 - (C) For *premises* with multiple *street frontages*, *wall signs* may be used on one *street frontage* and *ground signs* on another, if desired.
 - (D) The *sign* area shall not exceed 20 square feet for each side of a double-faced *sign*. The faces may not be combined for purposes of increasing the permitted area on a face.
 - (E) The *sign* height shall not exceed 6 feet.
 - (F) The *signs* shall not be internally illuminated.
- (d) Permanent *Signs* in the RM-4-10, RM-4-11, and RM-5-12 Zones
The permanent *signs* listed below are permitted in the RM-4-10, RM-4-11, and RM-5-12 zones only.
 - (1) Property identification *wall signs* are permitted, provided that the *signs* comply with the following regulations.
 - (A) One *sign* is permitted for each *street frontage*.
 - (B) The *sign* area shall not exceed 40 square feet for each *street frontage*.
 - (C) The *signs* shall not be placed higher than 24 feet from *grade* to the top of the *sign*.
 - (D) The *signs* shall not project above the roof or parapet of the building.
 - (E) The *signs* may be internally or externally illuminated.
 - (2) Property identification *ground signs* are permitted in lieu of property identification *wall signs*, provided that the *ground signs* comply with the following regulations:
 - (A) One *sign* is permitted for each *street frontage*.
 - (B) The *signs* may be single-faced or double-faced.
 - (C) For *premises* with multiple *street frontages*, *wall signs* may be used on one *street frontage* and *ground signs* on another, if desired.

- (D) The *sign* area shall not exceed 20 square feet for each side of a double-faced *sign*. The faces may not be combined for purposes of increasing the permitted area on a face.
- (E) The *sign* height shall not exceed 6 feet.
- (F) The *signs* may be internally or externally illuminated.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)
(Amended 3-1-2006 by O-19468 N.S.; effective 4-1-2006.)
(Amended 11-13-08 by O-19805 N.S.; effective 12-13-2008.)
(Amended 3-22-2018 by O-20917 N.S.; effective 4-21-2018.)

§142.1275 Signs in Agricultural Zones

The following regulations apply to all *signs*, both permanent and temporary, that are permitted in all agricultural base zones.

The following *signs* are permitted in all of the agricultural base zones on a permanent basis.

- (a) A *ground sign* to identify the establishment or *primary use* of the *premises* is permitted in accordance with the following regulations.
 - (1) One *sign* is permitted for each *street frontage*.
 - (2) The *sign* area shall not exceed 12 square feet.
 - (3) The *sign* height shall not exceed 12 feet.
- (b) *Ground signs* that identify the sale of products that are produced on the *premises* are permitted in accordance with the following regulations.
 - (1) The *sign* may be used only when products are available for sale to the public.
 - (2) One *sign* is permitted for each *street frontage*.
 - (3) The *sign* area shall not exceed 12 square feet.
 - (4) The *sign* height shall not exceed 12 feet.
 - (5) A *wall sign* may be used in lieu of a *ground sign* if the *wall sign* is placed on a stand that is used to sell products. The *wall sign* shall comply with Section 142.1275(b)(1) through (3), and shall not project above the eaves or parapet of the stand.

- (c) Real estate *signs* that offer the *premises* for sale, lease, or rent are permitted on a temporary basis in accordance with the following regulations.
 - (1) One *sign* may be located on each *street frontage*.
 - (2) The *sign* may be single-faced or double-faced.
 - (3) The *sign* area shall not exceed 12 square feet.
 - (4) The *sign* height shall not exceed 12 feet.
 - (5) The *sign* shall not be illuminated.
 - (6) The *sign* shall be removed within 15 *business days* of sale or occupancy of the *premises*, whichever occurs first.
- (Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

§142.1280 Signs in Open Space Zones

The following regulations apply to all *signs*, both permanent and temporary, that are permitted in all open space base zones.

- (a) In the OP and OC zones, all proposed *signs* are subject to the approval of the City Manager.

- (b) Permanent *Signs*

The following *signs* are permitted in all of the open space zones on a permanent basis.

- (1) *Street* address numbers are permitted, provided that the numbers do not exceed ½ square foot each. Address numbers may be either internally or externally illuminated.
- (2) Nameplates are permitted provided that they do not exceed 1 square foot in area. Nameplates may be indirectly illuminated only.
- (3) Accessory warning *signs* that provide warnings such as “no parking,” “watch dogs,” and “security services” are permitted. The permitted *sign* area for accessory warning *signs* is 1 square foot. Accessory warning *signs* may be indirectly illuminated only.

- (c) Temporary Signs
 - (1) Real estate *signs* that offer the *premises* for sale, lease, or rent are permitted on a temporary basis in accordance with the following regulations.
 - (A) One *sign* may be located on each *street*.
 - (B) The *signs* may be single-faced or double-faced.
 - (C) The *sign* area shall not exceed 4 square feet, and the *sign* dimensions shall not exceed 2 square feet.
 - (D) The *sign* height shall not exceed 4 feet, but the supporting post and cross bar may increase the height to 5 feet.
 - (E) The *signs* shall not be illuminated.
 - (F) The *sign* shall be removed within 15 *business days* of sale or occupancy of the *premises*, whichever occurs first.
 - (2) Yard sale *signs* that identify a yard sale on the *premises* shall be permitted during the hours of the sale in accordance with the following regulations.
 - (A) One single-faced *sign* is permitted for each *premises*.
 - (B) The *sign* area shall not exceed 9 square feet.
 - (C) The *sign* height shall not exceed 6 feet.
- (Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

§142.1290 La Jolla Commercial and Industrial Sign Control District

- (a) Purpose of the La Jolla Commercial and Industrial *Sign* Control District

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 and to provide a systematic and comprehensive approach toward meeting the *sign* needs of the community. In fulfilling this purpose, it is intended that *signs* in this *sign* district will comply with the goals and recommendations of the La Jolla Community Plan.

(b) Application

The regulations of this *sign* district are 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 if the property lies within the boundaries of the La Jolla Community Plan. This *sign* district shall not apply to any area within the boundaries of a planned district unless the provisions of the planned district so stipulate.

(c) Subdistricts and Boundary

The boundaries of this *sign* district and any subdistricts are set forth on Drawing No. C-643.1 and the appended boundary description on file in the office of the City Clerk.

(d) On-Premises *Sign* Regulations for Subdistrict A

(1) *Wall Signs*

- (A) *Area.* The *sign* for each *premises* shall not exceed 1 square foot for each 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 facade*. *Wall signs* shall not extend above the parapet or eave of the building to which the *signs* are attached.

(2) *Identification Signs*

- (A) One single-faced or double-faced, freestanding *sign* located adjacent to each entrance or exit driveway to a parking *lot* is permitted. Such *signs* shall not exceed 12 square feet in area or 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 is permitted provided that the *sign* does not 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.

- (3) Freestanding *Ground Signs*

Where the face of the building sets back from the *property line* more than 20 feet, one single-faced or double-faced freestanding *ground sign* is permitted, in addition to those on the building, in accordance with the following.

 - (A) No part of the *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*. In the Coastal Overlay Zone, however, no part of the sign shall exceed 8 feet in height.
 - (B) The total area of the *signs* shall not exceed 0.5 square feet per foot of *street frontage* or 40 square feet, whichever is smaller.
- (e) On-Premises *Sign Regulations* for Subdistrict B
 - (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, Section 142.1290(e)(1)(D) 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. 20 feet measured vertically from the *sign* base at ground level to the apex of the *sign*. Coastal Overlay Zone Height Limit. 8 feet measured vertically from the sign base at ground level to the apex of the sign.
 - (D) Area. The maximum permitted area of a *ground sign* is 64 square feet or 0.75 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* are not 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 *public right-of-way* of the frontage *street* to which the *ground sign* is oriented.
- (2) *Wall Signs*
 - (A) Area. Permitted area for *wall signs* shall be calculated in accordance with Table 142-12L.

**Table 142-12L
Basis for Calculation of Area for Wall Signs on a Single Frontage
in the La Jolla Sign Control District**

	Area Categories		
	Category A	Category B	Category C
All public right-of-way Widths	No ground or <i>projecting sign</i> erected by occupant	<i>Ground sign</i> but no <i>projecting sign</i> erected by occupant	<i>Projecting sign</i> but no <i>ground sign</i> erected by occupant
	<i>Street Frontage X:</i> 2 ft	<i>Street Frontage X:</i> 1 1/2 ft	<i>Street Frontage X:</i> 1 ft

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

This frontage factor is relative to the *building facade* on each *premises* which has 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 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 wall.
- (C) *Projecting Wall Signs*
 - (i) *Wall signs* may not project above the *roof line* at the wall, or the top of the roof or *roof line*, whichever is applicable.

- (ii) *Wall signs* may not project above the top of a parapet wall.
- (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* may 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 5 feet or two-thirds 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 142-12M. If an establishment has a frontage less than 25 feet, a *projecting sign* on the establishment is limited to a projection of 4 feet beyond the *property line*.
 - (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.

Table 142-12M
Allowable Combinations of Projection and Height for Projecting Signs
in the La Jolla Sign Control District

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 ft.	1 ft.	1 ft.
9 ft.	1 ft., 8 in.	1 ft., 6 in.
10 ft.	2 ft., 4 in.	2 ft.
11 ft.	3 ft.	2 ft., 6 in.
12 ft.	3 ft., 8 in.	3 ft.
13 ft.	4 ft., 4 in.	3 ft., 6 in.
14 ft.	5 ft.	4 ft.
15 ft.	5 ft., 8 in.	4 ft., 6 in.
16 ft. and over	6 ft., 4 in.	5 ft.

- (4) Identification Signs
 - (A) One single-faced or double-faced freestanding sign located adjacent to each entrance or exit driveway to a parking lot is permitted. Such signs shall not exceed 12 square feet in area or a height of 12 feet measured from the base at ground level to the apex of the sign, except that in the Coastal Overlay Zone, the height of the sign shall not exceed 8 feet.
 - (B) One sign on the exterior wall at each side or rear entrance to a store, shop or place of business is permitted provided that no 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.

(f) Abatement

Any *sign* not in compliance with the provisions of this section within 7 years from the effective date of the ordinance adopting these regulations shall be removed or brought into compliance unless the *sign* is granted an extension of time as set forth in Chapter 12, Article 9, Division 8 (Sign Permit Procedures). Any *sign* located on property subsequently placed in this *sign* district and not in compliance with the provisions of this section shall be removed or brought into compliance within 7 years from the effective date of the ordinance establishing this *sign* district on the property unless the *sign* is granted an extension of time as set forth in Chapter 12, Article 9, Division 8.

(Added 12-9-1997 by O-18451 N.S.; amended 10-18-1999 by O-18691 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)

(Amended 6-18-2013 by O-20261 N.S.; effective 7-19-2013.)

§142.1291 Ocean Beach Sign Enhancement District

(a) Purpose of the Ocean Beach Sign Enhancement District

It is the purpose of the Ocean Beach Sign Enhancement District to maintain, preserve, and promote the distinctive commercial signage of the Ocean Beach area and to regulate identification of commercial enterprises within the Ocean Beach community’s Newport Avenue commercial core area. *Signs* in the commercial core area shall reflect the goals of the Ocean Beach Community Plan and Commercial Improvement Program. It is the intent of the Ocean Beach *Sign* Enhancement District to acknowledge and preserve design elements of the area’s initial major period of *development* during the decades of the 1920’s to 1940’s. Neon tubing and other design elements that reference this era are encouraged, if feasible, as elements in new or renovated *signs*. In addition to those types of *signs* currently permitted by the *Sign* Regulations, Category C, as set forth in Chapter 14, Article 2, Division 12, certain additional types of *signs* are specifically permitted and other additional types of *signs* are specifically prohibited in the Ocean Beach Sign Enhancement District, as set forth in this section.

(b) Boundaries

The boundaries of the Ocean Beach Sign Enhancement District are designated as those boundaries set forth for the Pedestrian Commercial Overlay Zone in Ocean Beach on that certain Map No.C-747; and that certain Map No. C-772, Maps “A” and “B”; and on file in the office of City Clerk under Document No. 769627 and Document No. 272788, respectively.

(c) *Signs*

The following types of *signs* are permitted in addition to those types of *signs* permitted by Chapter 14, Article 2, Division 12, Sign Regulations Category C. Permitted *signs* shall be maintained or erected in conformance with all applicable building regulations in Municipal Code Chapter 9, Article 1, and the regulations concerning total permitted *sign* area as determined by the applicable sections of the Sign Regulations. Those existing *signs* permitted by subsection (1) of this section are hereby exempted from the total permitted *sign* area regulations noted in subsections (2), (3) and (4) of this section and from the total permitted signage area regulations permitted by the Sign Regulations.

- (1) Existing *projecting signs* that extend above the *roof line* are permitted, if installed before the adoption to the City-Wide Sign Ordinance on March 6, 1973. Retention of one such *sign* per 50 feet of *street frontage* is permitted, subject to all applicable regulations set forth in Chapter 14, Article 2, Division 12. No other *projecting signs* (those provided by subsections (2), (3), and (4) following) are permitted with the retention of an existing *projecting sign* extending above the *roof line*.
- (2) *Projecting signs* not extending above the *roof line* and located between 9 feet above sidewalk to 15 feet above sidewalk, limited to one such *projecting sign* per 50 feet *street frontage*, and may not exceed a maximum of four square feet per *sign face*.
- (3) Individual letter *signs*, free-standing on a ledge or canopy, located between 9 feet above sidewalk to 15 feet above sidewalk, and limited to eight square feet in area, and shall not exceed a maximum of 12 inches projected from the building wall.
- (4) Three-dimensional iconographical *signs*, such as barber poles, limited to one such iconographical *sign* per 50 feet frontage and shall not exceed a maximum of 18 inches projected from the building wall and a maximum of four square feet in cross-section. The term “iconographical,” as used in this section, shall refer to incidental *signs* not containing text.

(d) Design Requirements

The use of backlighted or indirectly illuminated faces for those *signs* permitted by subsections (c)(2), (c)(3), and (c)(4) of this section and for all permanent freestanding *signs*, shall be prohibited, with the exception of those *signs* which incorporate one or both of the following elements in their design: exposed neon tubing; or backlighted opaque-facing.

(e) Abatement

All *signs* are subject to the abatement procedures as set forth in Chapter 12, Article 1, Division 5, (Sign Violations and Enforcement Procedures), except that those *signs* specifically prohibited in this district and typically allowed in the Sign Regulations, which are not in compliance with this section shall not be subject to abatement.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)

(Amended 3-1-2006 by O-19468 N.S.; effective 4-1-2006.)

§142.1292 Centre City Sign Control District

(a) Purpose and Intent

It is the intent of this sign district to preserve and promote the unique aesthetic and economic values of Centre City; to provide a systematic and comprehensive approach toward meeting the sign needs of the community; to promote efficient vehicular traffic movement; to promote traffic safety; and to facilitate implementation of the Comprehensive Downtown Parking Plan, as adopted by the City Council on December 2, 1997, and on file in the Office of the City Clerk as Document No. RR-289520.

(b) Definitions and Qualifying Criteria

All defined terms appear in italics in this division. For purposes of this division:

District means the Centre City Sign Control District.

Traffic Destination Point means a business area or tourist destination within the *District* for which the City Engineer has determined that vehicular trips to and from the destination are substantial in relation to the total traffic in the *District* and for which the City Engineer has determined that directional signage to the destination would be prudent in order to promote efficient and safe vehicular movement on the streets located in the *District*.

Parking Facility means a privately or publicly owned or operated off-street parking facility or group of facilities within the *District* for which the City Engineer has determined that directional signage to such parking facility will serve a substantial public interest by promoting efficient parking and implementation of the Comprehensive Downtown Parking Plan, as adopted by the City Council on December 2, 1997, and on file in the Office of the City Clerk as Document No. RR-289520.

(c) Applicability of Division

Certain types of signs are specifically permitted in the *District*, as set forth in this division. The signs permitted under this division are in addition to those types of signs currently permitted by the Centre City Planned District Ordinance, Marina Planned District Ordinance, and Gaslamp Quarter Planned District Ordinance.

(d) Boundaries of *District*

The boundaries of the *District* are coterminous with the Centre City Community Plan Boundary, as shown on Figure 1 of Chapter 10, Article 3, Division 19 of the San Diego Municipal Code.

(e) Types of Permitted Signs

Directional Signs are permitted on public property and in public rights-of-way for the purpose of directing vehicular traffic to the following location:

- (1) Public places that are owned, leased or operated by federal, state or local governments or their agencies.
- (2) Privately owned or operated scenic, cultural, scientific, educational, tourist-attraction facilities, or any combination of these facilities that qualify as *Traffic Destination Points*.
- (3) Privately owned or operated parking facilities open to the general public that qualify as *Parking Facilities*.

(f) Permitted Signs to Conform to Other Laws

Signs permitted under this division shall be maintained or erected in conformance with all applicable building regulations in Land Development Code Chapter 14, Article 5, and the applicable regulations concerning total permitted sign area.

(Added 9-14-1999 by O-18676 N.S.; effective 1-1-2000.)

[Editors Note: This section only applies outside of the Coastal Overlay Zone.]

§142.1293 Old Town San Diego Planned District Sign Regulations

The *sign* regulations in Chapter 15, Article 16 shall apply to all *signs* in the Old Town San Diego Planned District, as designated on Map Drawing No. C-993, excluding *signs* within Presidio Regional Park in the Presidio Sub-District. *Signs* within Presidio Regional Park in the Presidio Sub-District shall comply with the *sign* regulations in Chapter 14, Article 2, Division 12.

(“Old Town San Diego Planned District Sign Regulations” added 8-9-2019 by O-21114 N.S.; effective 9-8-2019.)