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

<table>
<thead>
<tr>
<th>Type of Sign or Development Proposal</th>
<th>Applicable Sections</th>
<th>Required Permit Type/Decision Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing the copy of a sign and sign maintenance that does not involve structural and electrical changes</td>
<td>Exempt from this division</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Public utility and Safety signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signs required by law to be visible from the public right-of-way, other than public utility and safety signs, that do not exceed minimum specified dimensions</td>
<td>Exempt from this division</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Signs required by law to be visible from the public right-of-way, other than public utility and safety signs, that</td>
<td>Signs shall be subject to this division to the extent the minimum dimensions</td>
<td>Sign Permit/Process One</td>
</tr>
<tr>
<td>Type of Sign or Development Proposal</td>
<td>Applicable Sections</td>
<td>Required Permit Type/Decision Process</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>--------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>exceed minimum specified dimensions</td>
<td>are exceeded</td>
<td></td>
</tr>
<tr>
<td>Signs required by law to be visible from the public right-of-way, other than public utility and safety signs, that do not have specified minimum dimensions</td>
<td>Signs shall be subject to this division</td>
<td>Sign Permit/Process One</td>
</tr>
<tr>
<td>Clocks or banners in the public right-of-way</td>
<td>142.1210</td>
<td>Public Right-of-Way Permit/Process One</td>
</tr>
<tr>
<td>Real estate signs</td>
<td>142.1210, and 142.1255 - 142.1280</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Construction site signs</td>
<td>142.1210, and 142.1255 - 142.1280</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Building identification nameplate wall signs 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</td>
<td>142.1210, and 142.1255 - 142.1280</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Accessory warning or notice signs that provide warnings including “no parking,” “watch dogs,” “security service,” and “private driveway”</td>
<td>142.1210, and 142.1255 - 142.1280</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Window signs, either permanent or temporary</td>
<td>142.1210, and 142.1255 - 142.1280</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Bulletin boards, not exceeding 16 square feet in area including supporting structures, for charitable or religious organizations</td>
<td>142.1210</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Incidental signs</td>
<td>142.1210 and 142.1250</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>National flags and flags for political subdivisions</td>
<td>Exempt from this division</td>
<td>No permit required by this division</td>
</tr>
<tr>
<td>Banners, pennants, flags, streamers, and</td>
<td>142.1210 and 142.1255</td>
<td>No permit required by</td>
</tr>
</tbody>
</table>

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

(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) Signs for street fairs and special events shall be approved by the Police Department or other appropriate permitting agency that is responsible for issuing the permits.

(F) 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 2013 California Building Code and Section 705.1 of the 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.)
§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

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

<table>
<thead>
<tr>
<th>Category A</th>
<th>Category B</th>
<th>Category C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Citywide</strong></td>
<td><strong>CO and IP Zones</strong></td>
<td><strong>CN and Commercial and Industrial Zones in the Coastal Overlay Zone</strong></td>
</tr>
</tbody>
</table>

#### Projecting Signs (See regulations in Section 142.1230)
- **One Projecting Sign per Establishment**
  - Projecting signs are permitted in lieu of projecting roof, roof, or ground signs. The area is based on street wall, public right-of-way width, and street speed limit. The use of a projecting sign reduces the allowable wall sign area. Projecting signs may be substituted for a ground sign in cases where more than one ground sign is permitted.
- **One Projecting Sign per Single-establishment Premises**
  - Having less than 100 Feet in Street Frontage
    - Projecting signs are permitted in lieu of ground signs. The area is based on street wall, public right-of-way width, and street speed limit, with a maximum display area limitation.
- **One Projecting Sign per Single-establishment Premises**
  - Having less than 100 Feet in Street Frontage
    - Projecting signs are permitted in lieu of ground signs. The area is based on street wall, public right-of-way width, and street speed limit, with a maximum display area limitation.

#### Roof Signs (See regulations in Section 142.1235)
- **One Roof Sign per Premises**
  - In lieu of projecting signs or ground signs. The area is based on street wall, public right-of-way width, and street speed limit. The use of a roof sign reduces the allowable wall sign copy area.
- **Not Permitted**
- **Not Permitted**

#### Ground Signs (See regulations in Section 142.1240)
- **One sign per street frontage for each premises having street frontage.** The number of signs increases as street frontage increases.
- **One sign per premises per street frontage with a minimum of 100 feet.**
  - Ground signs are permitted in lieu of projecting signs. The area is based on street frontage.
- **One sign per premises per street frontage.**
  - Ground signs are permitted in lieu of projecting signs. The area is based on street frontage.
## Sign Types

<table>
<thead>
<tr>
<th>Category A</th>
<th>Category B</th>
<th>Category C</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Citywide Commercial and Industrial Zones</td>
<td>CO and IP Zones</td>
<td>CN and Commercial and Industrial Zones in the Coastal Overlay Zone</td>
</tr>
</tbody>
</table>

*Ground signs are permitted in lieu of roof signs and projecting signs; however, one projecting sign may replace one ground sign when more than one ground sign is allowed on the premises. In addition, one of the ground signs may revolve when more than one ground sign is allowed. The permitted sign area for ground signs is based on street wall, public right-of-way width, and street speed limit.*

- **is based on street wall, public right-of-way width, and street speed limit, with a maximum display area limitation.**
- **wall, public right-of-way width, and street speed limit, with a maximum display area limitation.**

(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:
§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

<table>
<thead>
<tr>
<th>Public Right-of-way Width</th>
<th>Sign Category A</th>
<th>Sign Category B</th>
<th>Sign Category C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wall Signs Only. No Roof Signs or Projecting Signs</td>
<td>1) Wall Signs and Roof Signs or Projecting Signs; or 2) Wall Signs on a Building with One High-rise Wall Sign</td>
<td>Wall Signs and Projecting Signs</td>
</tr>
<tr>
<td>Public right-of-way width 60 feet or less (1)</td>
<td>For wall sign copy area, multiply the establishment’s street wall by 3 feet</td>
<td>For wall sign copy area, multiply the establishment’s street wall by 3/4 feet</td>
<td>For wall sign copy area, multiply the establishment’s street wall by 3/4 feet</td>
</tr>
</tbody>
</table>
### Table 142-12C

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

#### 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**

<table>
<thead>
<tr>
<th>Maximum Allowances</th>
<th>Sign Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td><strong>Permitted Sign Area</strong>&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>(Based on the width of the adjacent <em>public right-of-way</em> and <em>street</em> speed limit)</td>
<td></td>
</tr>
<tr>
<td><strong>Public Right-of-Way Width</strong>&lt;sup&gt;(2)&lt;/sup&gt; /Street Speed Limit</td>
<td></td>
</tr>
<tr>
<td>60 feet or less  /15-20 MPH</td>
<td>32 sf</td>
</tr>
<tr>
<td>“  /25-30 MPH</td>
<td>50 sf</td>
</tr>
<tr>
<td>“  /35-45 MPH</td>
<td>60 sf</td>
</tr>
<tr>
<td>“  /50 + MPH</td>
<td>90 sf</td>
</tr>
<tr>
<td>Greater than 60 feet  /15-20 MPH</td>
<td>32 sf</td>
</tr>
<tr>
<td>“  /25-30 MPH</td>
<td>50 sf</td>
</tr>
<tr>
<td>“  /35-45 MPH</td>
<td>60 sf</td>
</tr>
<tr>
<td>“  /50 + MPH</td>
<td>160 sf</td>
</tr>
</tbody>
</table>

| **Number of Signs per Establishment with Street Frontage** |    |    |    |
| Street frontage less than or equal to 250 feet | 1 | 1 | 1 |
| Street frontage 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 projecting signs. |

---

**Footnotes for Table 142-12D**

1. The *sign* area indicated is for a single face. If a *sign* has two or more faces, the *sign* area is doubled.

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

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

(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.)

§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

<table>
<thead>
<tr>
<th>Maximum Allowances</th>
<th>Sign Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td><strong>Permitted Sign Area</strong>&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>(Based on the adjacent public right-of-way width and street speed limit)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public Right-of-way Width</strong>&lt;sup&gt;(2)&lt;/sup&gt; /Street Speed Limit</td>
<td></td>
</tr>
<tr>
<td>60 feet or less /15-20 MPH</td>
<td>16 sf</td>
</tr>
<tr>
<td>&quot; /25-30 MPH</td>
<td>25 sf</td>
</tr>
<tr>
<td>&quot; /35-45 MPH</td>
<td>50 sf</td>
</tr>
<tr>
<td>&quot; /50+ MPH</td>
<td>75 sf</td>
</tr>
<tr>
<td>Greater than 60 ft /15-20 MPH</td>
<td>25 sf</td>
</tr>
<tr>
<td>&quot; /25-30 MPH</td>
<td>50 sf</td>
</tr>
<tr>
<td>&quot; /35-45 MPH</td>
<td>75 sf</td>
</tr>
<tr>
<td>&quot; /50+ MPH</td>
<td>100 sf</td>
</tr>
<tr>
<td>Freeway-oriented signs</td>
<td>300 sf</td>
</tr>
</tbody>
</table>

Footnotes for Table 142-12F

1. The permitted sign area is for a single face. If a sign has two faces, the sign area is doubled.

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

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

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 of a residentially zoned property 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 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;

(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.)

[Editors Note: Amendments as adopted by O-21114 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-21114-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>
<thead>
<tr>
<th>Maximum Allowances for Ground Signs</th>
<th>Sign Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td><strong>Permitted Sign Area</strong></td>
<td></td>
</tr>
<tr>
<td>(Based on the Width of the Adjacent Public Right-of-way and Street Speed Limit)</td>
<td></td>
</tr>
<tr>
<td><strong>Public Right-of-way Width / Street Speed Limit</strong></td>
<td></td>
</tr>
<tr>
<td>60 feet or less /15-20 MPH</td>
<td>32 sf</td>
</tr>
<tr>
<td>“ /25-30 MPH</td>
<td>50 sf</td>
</tr>
<tr>
<td>“ /35-45 MPH</td>
<td>100 sf</td>
</tr>
<tr>
<td>“ /50+ MPH</td>
<td>150 sf</td>
</tr>
<tr>
<td>More than 60 ft /15-20 MPH</td>
<td>50 sf</td>
</tr>
<tr>
<td>“ /25-30 MPH</td>
<td>100 sf</td>
</tr>
<tr>
<td>“ /35-45 MPH</td>
<td>150 sf</td>
</tr>
<tr>
<td>“ /50+ MPH</td>
<td>200 sf</td>
</tr>
<tr>
<td>Freeway-oriented tests</td>
<td>300 sf</td>
</tr>
<tr>
<td><strong>Number of Signs per Street Frontage</strong></td>
<td>1</td>
</tr>
<tr>
<td>Street frontage greater than 250 feet</td>
<td></td>
</tr>
<tr>
<td>(Where a premises of 4 acres or more fronts on a street that abuts a freeway, the premises shall be allowed one sign totaling 250 square feet. If the premises has more than 250 feet of street frontage on a street that abuts a freeway, two signs of 200 square feet each separated by a minimum of 100 feet shall be permitted.)</td>
<td></td>
</tr>
<tr>
<td><strong>Maximum Height</strong></td>
<td>30 ft</td>
</tr>
<tr>
<td>Freeway-oriented</td>
<td>50 ft</td>
</tr>
<tr>
<td><strong>Premises</strong> located within 100 feet of residentially zoned property (Premises located within 100 feet of residentially zoned property)</td>
<td>20 ft</td>
</tr>
<tr>
<td><strong>Visibility areas</strong> (see Section 113-0273)</td>
<td>3 ft</td>
</tr>
</tbody>
</table>
Chapter 14: General Regulations

Maximum Allowances

<table>
<thead>
<tr>
<th>Required Setbacks</th>
<th>Sign Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ground signs shall not be placed in the interior side or rear yards.</td>
</tr>
<tr>
<td></td>
<td>Ground signs may be placed within the required front and street side yard in accordance with Section 142.1240(e)(4).</td>
</tr>
</tbody>
</table>

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 that permitted above(1). See Section 142.1240(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 residually 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 residually 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.)

§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

<table>
<thead>
<tr>
<th>Type of Permanent Secondary Sign</th>
<th>Sign Categories A, B, and C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number and Size of Permanent Secondary Signs</td>
</tr>
<tr>
<td>High-rise Building Identification wall Signs</td>
<td></td>
</tr>
<tr>
<td>Number of Signs Permitted</td>
<td>One sign per facade on buildings that have a height of 100 feet or greater for building identification only</td>
</tr>
<tr>
<td>Additional Regulations</td>
<td>See Section 142.1250(b)</td>
</tr>
<tr>
<td>Establishment Identification</td>
<td>Permitted under certain conditions - See Section 142.1250 (c)</td>
</tr>
</tbody>
</table>

Incidental

<p>| Number of Signs Permitted       | Maximum four signs permitted per ground sign structure or building wall |
| Permitted Sign Area             | Any one sign shall not exceed 6 square feet; the total area of all signs shall not exceed 10 square feet |
| Additional Regulations          | See Section 142.1250(d)     |</p>
<table>
<thead>
<tr>
<th>Type of Permanent Secondary Sign</th>
<th>Sign Categories A, B, and C</th>
<th>Number and Size of Permanent Secondary Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Directional</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Signs Permitted</td>
<td>One sign permitted at each driveway</td>
<td></td>
</tr>
<tr>
<td>Permitted Sign Area</td>
<td>Each sign shall not exceed 12 square feet</td>
<td></td>
</tr>
<tr>
<td>Permitted Height</td>
<td>8 feet</td>
<td></td>
</tr>
<tr>
<td>Additional Regulations</td>
<td>See Section 142.1250(e)</td>
<td></td>
</tr>
<tr>
<td><strong>Window</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Signs Permitted</td>
<td>Permitted - See Section 142.1250(f)</td>
<td></td>
</tr>
<tr>
<td>Permitted Sign Area</td>
<td>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</td>
<td></td>
</tr>
<tr>
<td><strong>Public Utility and Safety Signs Required by Law</strong></td>
<td>Permitted as required by law or ordinance - See Section 142.1250(g)</td>
<td></td>
</tr>
<tr>
<td><strong>Theater Lobby</strong></td>
<td>Permitted - See Section 142.1250(h)</td>
<td></td>
</tr>
<tr>
<td><strong>Signs Required by Law to Be Visible from the Public Right-of-way</strong></td>
<td>Exempt from this division provided that the signs do not exceed the minimum dimensions required by law. See Section 142.1250(i)</td>
<td></td>
</tr>
<tr>
<td><strong>Address Numbers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exempt from this division if the numbers meet the following criteria:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permitted sign Area</td>
<td>4 square feet</td>
<td></td>
</tr>
<tr>
<td>Maximum height of Numbers</td>
<td>12 inches</td>
<td></td>
</tr>
<tr>
<td>Address numbers that do not meet the above criteria</td>
<td>See Section 142.1250(j)</td>
<td></td>
</tr>
<tr>
<td><strong>Directories</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Signs Permitted</td>
<td>One sign per entrance from a public street</td>
<td></td>
</tr>
<tr>
<td>Permitted Sign Area</td>
<td>24 square feet per sign face</td>
<td></td>
</tr>
</tbody>
</table>
### Type of Permanent Secondary Sign

<table>
<thead>
<tr>
<th>Sign Categories</th>
<th>Number and Size of Permanent Secondary Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A, B, and C</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maximum Permitted Height</th>
<th>6 feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Regulations</td>
<td>See Section 142.1250(k)</td>
</tr>
</tbody>
</table>

(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 5 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

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

(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.)
§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>
<thead>
<tr>
<th>Type of Temporary Secondary Sign</th>
<th>Sign Categories A, B, and C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Construction Site</strong></td>
<td></td>
</tr>
<tr>
<td>Number of Signs Permitted</td>
<td>One sign per street frontage</td>
</tr>
<tr>
<td></td>
<td>Any single street frontage that is greater than 500 feet may have one additional sign</td>
</tr>
<tr>
<td>Permitted Sign Area</td>
<td>160 square feet</td>
</tr>
<tr>
<td>Maximum Permitted Height</td>
<td>20 feet</td>
</tr>
<tr>
<td>Additional Regulations</td>
<td>See Section 142.1255(d)</td>
</tr>
<tr>
<td><strong>Real Estate</strong> (either ground or wall signs)</td>
<td></td>
</tr>
<tr>
<td>Number of Signs Permitted</td>
<td>Permitted sign area based on street frontage may be divided among more than one sign</td>
</tr>
<tr>
<td>Permitted Sign Area (total area for all signs on the property) based on length of the street frontage</td>
<td></td>
</tr>
<tr>
<td>0-100 feet</td>
<td>32 square feet</td>
</tr>
<tr>
<td>101-300 feet</td>
<td>64 square feet</td>
</tr>
<tr>
<td>301-500 feet</td>
<td>96 square feet</td>
</tr>
<tr>
<td>501 feet and greater</td>
<td>160 square feet</td>
</tr>
<tr>
<td>Maximum Permitted Height</td>
<td></td>
</tr>
<tr>
<td>Ground Real Estate Sign</td>
<td>20 feet</td>
</tr>
<tr>
<td>Type of Temporary Secondary <em>Sign</em></td>
<td>Sign Categories A, B, and C</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Wall Real Estate <em>Sign</em> (may be banners)</td>
<td><em>Signs</em> shall not be placed above the parapet or roof line of a building</td>
</tr>
<tr>
<td><strong>Sign Dimensions</strong></td>
<td>The horizontal dimension shall not exceed 2-1/2 times the vertical dimension</td>
</tr>
<tr>
<td><strong>Additional Regulations</strong></td>
<td>See Section 142.1255 (e)</td>
</tr>
<tr>
<td><strong>Real Estate Open House Directional for Multiple Dwelling Unit Residential Uses in Commercial and Industrial Zones.</strong></td>
<td></td>
</tr>
<tr>
<td>Permitted <em>Sign Area</em> (total area for all sides)</td>
<td>4 square feet</td>
</tr>
<tr>
<td><strong>Additional Regulations</strong></td>
<td>See Section 142.1255(f)</td>
</tr>
<tr>
<td><strong>Inflatable Displays</strong></td>
<td></td>
</tr>
<tr>
<td>Number of Displays Permitted</td>
<td>3 displays per <em>premises</em></td>
</tr>
<tr>
<td>Permitted <em>Sign Area</em></td>
<td>A combined total of 1500 square feet of cross section area for all displays on the <em>premises</em></td>
</tr>
<tr>
<td>Maximum Permitted Height</td>
<td>45 feet from the ground to the apex of the display</td>
</tr>
<tr>
<td><strong>Additional Regulations</strong></td>
<td>See Section 142.1255(g)</td>
</tr>
<tr>
<td><strong>Temporary Advertising Vehicles</strong></td>
<td>See Section 142.1255(h)</td>
</tr>
</tbody>
</table>
| Type of Temporary Secondary Sign                      | Sign Categories  
|                                                   | A, B, and C |
| **Temporary Window Signs**                        |             |
| Number of Signs Permitted and Size of signs       | 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 Signs Permitted per Sales Office        | One sign is permitted for each real estate sales office and one sign is permitted for each model home in the subdivision |
| Permitted Sign Area                                | 16 square feet |
| Maximum Permitted Height for Freestanding Signs on the Premises of Sales Office | 12 feet |
| Number of Signs Permitted per Subdivision Entrance | One double-faced sign, or two single-faced sign advertising the subdivision is permitted at the entrance of the subdivision |
| Permitted sign 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 |
| Required Flag Dimensions                          | 6 flags if only one model |
| Maximum Permitted Height                          | 3 feet by 5 feet |
| Maximum Permitted Height                          | 20 feet |
| **Off-premises Directional and Identification Signs for Subdivisions** |             |
| Banners, Pennants, Flags, Streamers, and other similar devices | Permitted under certain conditions - See Section 142.1255(k) |

San Diego Municipal Code
Chapter 14: General Regulations
(9-2019)
(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 distractive 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 inflatble 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 \textit{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 \textit{sign} area is 32 square feet, and the maximum height is 12 feet.

(E) For the RM-4-10, RM-4-11, and RM-4-12 zones, the maximum \textit{sign} area is 48 square feet, and the maximum height is 16 feet.

(F) \textit{Wall signs} may be used in lieu of \textit{ground signs}, provided that they do not exceed the permitted \textit{sign} area in Section 142.1270(b)(1)(B) through 142.1270(b)(1)(E) and the \textit{sign} is not placed higher than 12 feet from grade to the top of the \textit{sign}.

(2) \textit{Ground signs} offering existing residential \textit{developments} and vacant \textit{lots} for sale, lease, or rent are permitted, provided that the \textit{sign} complies with the following regulations.

(A) One \textit{sign} is permitted for each \textit{street frontage}.

(B) For the RM-1-1, RM-1-2, and RM-1-3 zones, the maximum \textit{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 \textit{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 \textit{sign} area is 8 square feet, and the maximum height is 6 feet.

(E) For the RM-4-10, RM-4-11, and RM-4-12 zones, the maximum \textit{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 \textit{sign}.

(G) \textit{Wall signs} may be used in lieu of \textit{ground signs}, provided that they do not exceed the permitted \textit{sign} area in Section 142.1270 (B) through (E) above, and the \textit{signs} are not placed higher than 12 feet from grade to the top of the \textit{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 \textit{signs} may be used in lieu of \textit{wall signs}, provided that they do not exceed the permitted \textit{sign} area in Section 142.1270 (B) and (C) above, and provided that the \textit{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.
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 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**

<table>
<thead>
<tr>
<th>Area Categories</th>
<th>Category A</th>
<th>Category B</th>
<th>Category C</th>
</tr>
</thead>
<tbody>
<tr>
<td>All public right-of-way Widths</td>
<td>No ground or projecting sign erected by occupant</td>
<td>Ground sign but no projecting sign erected by occupant</td>
<td>Projecting sign but no ground sign erected by occupant</td>
</tr>
<tr>
<td>Street Frontage X: 2 ft</td>
<td>Street Frontage X: 11/2 ft</td>
<td>Street Frontage X: 1 ft</td>
<td></td>
</tr>
</tbody>
</table>

(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

<table>
<thead>
<tr>
<th>Height above sidewalk or grade to bottom of sign</th>
<th>Maximum diagonal projection of corner signs over public rights-of-way (45°)</th>
<th>Maximum projection of other than corner signs over public rights-of-way</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 ft.</td>
<td>1 ft.</td>
<td>1 ft.</td>
</tr>
<tr>
<td>9 ft.</td>
<td>1 ft., 8 in.</td>
<td>1 ft., 6 in.</td>
</tr>
<tr>
<td>10 ft.</td>
<td>2 ft., 4 in.</td>
<td>2 ft.</td>
</tr>
<tr>
<td>11 ft.</td>
<td>3 ft.</td>
<td>2 ft., 6 in.</td>
</tr>
<tr>
<td>12 ft.</td>
<td>3 ft., 8 in.</td>
<td>3 ft.</td>
</tr>
<tr>
<td>13 ft.</td>
<td>4 ft., 4 in.</td>
<td>3 ft., 6 in.</td>
</tr>
<tr>
<td>14 ft.</td>
<td>5 ft.</td>
<td>4 ft.</td>
</tr>
<tr>
<td>15 ft.</td>
<td>5 ft., 8 in.</td>
<td>4 ft., 6 in.</td>
</tr>
<tr>
<td>16 ft. and over</td>
<td>6 ft., 4 in.</td>
<td>5 ft.</td>
</tr>
</tbody>
</table>

(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 real 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.


(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.)

[Editors Note: Amendments as adopted by O-21114 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-21114-SO.pdf ]