

(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.

(5) 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.

(6) Severability

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

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

§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.