

4.6 - Sign Standards

4.6.010 - Sign Regulations

Purpose and Intent - These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within the Santa Ana Renaissance Specific Plan area, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- A. Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;
- B. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop;
- C. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached; and
- D. Safeguard and protect the public health, safety, and general welfare.

4.6.020 - Applicability

A. Signs regulated. These sign regulations apply to all signs in all zones established by Section 4.2.010 (Regulating Plan and Zones), except that directional/instructional signs and real estate signs shall instead comply with the requirements of the City's Zoning Code (Sign Regulations).

B. Applicability to sign content. The provisions of this Chapter do not regulate the message content of a sign (sign copy), regardless of whether the message content is commercial or noncommercial.

C. Sign permit requirements. Sign installation within the areas subject to this Code shall require sign permit approval in compliance with the City's Zoning Code (Sign Regulations), unless exempted from sign permit requirements.

D. Sign Variances and Historic Sign Designation. See the Zoning Code (Variances).

E. Definitions. Definitions of the specialized terms and phrases used in this are in the Zoning Code (Sign Regulations).

4.6.030 - Prohibited Signs

All sign types and sizes not expressly allowed by this Chapter shall be prohibited. Examples of prohibited signs include, but are not limited to the following:

- A. Abandoned signs;
- B. Animated and moving signs, including electronic message display signs, and variable intensity, blinking, or flashing signs, or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs), and barber poles;
- C. Exposed cabinet/raceways behind channel letters;
- D. Internally illuminated cabinet (can) signs;
- E. Off-site signs (e.g., billboards, and signs mounted on vehicles);
- F. Obscene signs;
- G. Pole signs and other freestanding signs over six feet in height;
- H. Roof signs;
- I. Because of the City's compelling interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic;
- J. A sign in the form or shape of a directional arrow, or otherwise displaying a directional arrow, except as approved by the City, or as required for safety and convenience and for control of vehicular and pedestrian traffic within the premises of the subject use;
- K. A sign attached to or suspended from a boat, vehicle, or other movable object that is parked within a public right-of-way, or located on private property so that it is visible from a public right-of-way; except a sign painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of a vehicle;



Wall Mounted Sign



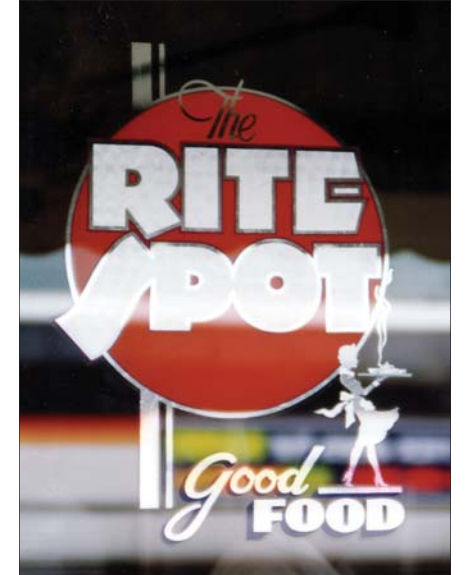
Projecting Sign



Projecting Sign



Window Sign



Window Sign



Projecting Sign



Projecting Sign



Marquee Sign

- L. A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature;
- M. A sign placed within a public right-of-way, except as provided by Section 4.7.050.A (Signs allowed);
- N. A sign painted directly on a building;
- O. Temporary and portable signs, including the following:
 1. A-boards and other portable sidewalk signs;
 2. Balloons and other inflatable devices;
 3. Flags, except official national, state, or local government, institutional or corporate flags, properly displayed; and
 4. Pennants and streamers, except in conjunction with a athletic event, carnival, circus, or fair.

4.6.040 - General Requirements for All Signs

A. Sign area and height measurement. The measurement of sign area and height to determine compliance with the maximum sign area requirements and height limits of this Chapter shall occur in compliance with the City's Zoning Code (Sign Regulations).

B. Sign location requirements. Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this Chapter.

1. **On-premise signs required.** Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this Chapter.
2. **Setback requirements.** Each sign shall comply with the setback requirements of the applicable zoning district, except for an approved projecting sign, and except for an approved freestanding sign, which shall be set back a minimum of 10 feet from the front and side street property lines.
3. **Placement on a building.** No sign shall be placed so as to interfere with the operation of a door or window. Signs should not be located so that they cover prominent architectural features of the building.
4. **Signs within a public right-of-way.** No sign shall be allowed in the public right-of-way except for the following:
 - a. A projecting sign in compliance with Section 4.7.050.A (Signs allowed);
 - b. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;
 - c. Bus stop signs installed by a public transit company;
 - d. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities; or
 - e. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized within the public right-of-way.

All signs within the public right-of-way that are intended to regulate, warn, or guide traffic, shall comply with the Manual on Uniform Traffic Control Devices.

Any sign installed or placed within the public right-of-way other than in compliance with this Section shall be forfeited to the public and be subject to confiscation.

C. Sign design. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or Building Permit can be approved.

1. **Color.** Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the buildings on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with building colors.
2. **Design and construction.**
 - a. Except for banners, flags, temporary signs, and temporary window signs conforming with the requirements of this Chapter, each sign shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
 - b. Each permanent sign shall be designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or others whose principal business is the design, manufacture, or sale of signs), or who are capable of producing professional results.

- c. Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs and prevent dilapidation.

3. Materials and structure.

- a. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the site where the sign is located. Sign materials shall match those used on the buildings on the site and any other signs on the site.
- b. No sign shall include reflective material.
- c. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
- d. The size of the structural members (e.g. columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting.
- e. The use of individual letters incorporated into the building design is encouraged, rather than a sign with background and framing other than the structure wall.

4. Street address. The review authority may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the site.

5. Copy design guidelines. The City does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

- a. Sign copy should relate only to the name and/or nature of the business or commercial center.
- b. Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc. should be avoided.
- c. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
- d. The area of letters or symbols should not exceed 40 percent of the background area in commercial districts or 60 percent in residential districts.
- e. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.

6. Sign lighting. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.

- a. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
- b. Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
- c. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
- d. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
- e. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.

D. Sign maintenance.

1. Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination shall be repaired within a maximum of 14 days from the date of damage or failure.
2. A repair to a sign shall be of materials and design of equal or better quality as the original sign.
3. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the City's Zoning Code.
4. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed.

4.6.050 - Sign Standards

Each sign shall comply with the requirements in the following table.

SIGN STANDARDS

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
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Duplexes, Triplexes, Quadplexes

None allowed

Multi-Family Projects and Structures

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Wall or freestanding	Wall signs: below edge of roof; Freestanding: 48 in	1 of either allowed type per entrance or street frontage	12 sf each; 24 sf total all signs

Non-residential Uses

Allowed Sign Types	Maximum Sign Height and Location Requirements	Maximum Sign Area and Other Requirements
Awning	Shall be entirely on awning valence; lettering max 66% of valence height; valence height max 18 inches.	50% of the area of the valence front. 1 sign max per each separate awning valence.
Marquee	To be established by City during project review Allowed only for the entrance of a theater or playhouse.	To be established by City during project review 1 sign max
Monument	5 ft including base structure. Allowed only on a site within the CDR zone with more than 100 ft of continuous street frontage.	36 sf.
Projecting or suspended	16 inches and bottom of sign shall be no closer than 8 ft above sidewalk surface below.	6 sf No dimension greater than 3 ft Sign shall be redwood sand-blasted, hand carved, or architecturally designed equivalent.
Wall	2 ft below parapet or eave. Individual letters 18 inches; except that up to 36 inches may be allowed through the enhanced signage procedure Mounting 1-story: above 1st floor windows Mounting multi-story: between windows	1 sf per lf of primary business frontage 1 sign allowed per business frontage with pedestrian entrance. Side street or rear entrance wall sign max 50% of the primary sign area.
Window - Permanent	Within window area	15% of total window area.
Window - Temporary	Within window area	25% of total window area. Allowed for display a maximum of 15 days at 1 time, up to 3 times in 12-month period.

4.6.060 - Nonconforming Signs

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this specific plan.

A. General requirements. A nonconforming sign shall not be:

1. Changed to another nonconforming sign;
2. Structurally altered to extend its useful life;
3. Enlarged;
4. Re-established after a business is discontinued for 60 days or more; or
5. Re-established after damage or destruction to 50 percent or more of the value of the sign, or its components, as determined by the Building Official.

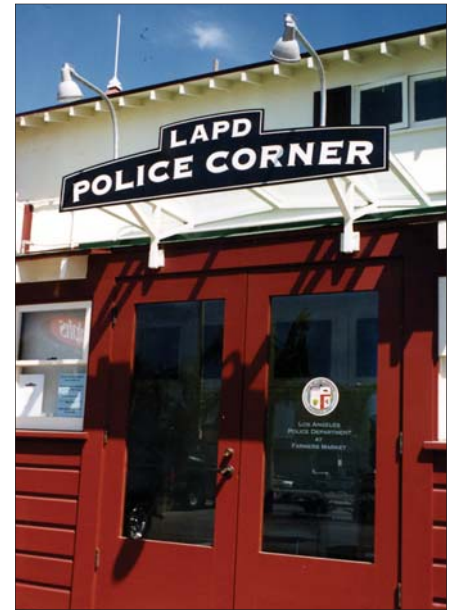
B. Maintenance and changes. Sign copy and face changes, nonstructural modifications, and nonstructural maintenance (e.g., painting, rust removal) are allowed without a sign permit up to a maximum of 25 percent of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding 25 percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this Chapter.



Wall-Mounted, Individual letter sign



Projecting Sign



Marquee Sign



Projecting Neon Sign



Marquee Sign



above:
Individual letters mounted on intermediate band and painted letters on storefront glass



Large Wall-Mounted Neon Sign



Wall-Mounted Sign



Wall-Mounted Sign



Door-Mounted Sign