MODEL SIGN ORDINANCES

CITY OF OCEANSIDE SIGN ORDINANCE

SHORT VERSION

ORDINANCE NO.**********

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF OCEANSIDE AMENDING ARTICLE 33 OF THE OCEANSIDE ZONING ORDINANCE BY THE DELETION AND ADDITION OF CERTAIN SECTIONS IN ARTICLE 33

WHEREAS, the City Council desires to amend the City of Oceanside’s Zoning Ordinance to reflect current standards of constitutional regulation of signage;

NOW, THEREFORE, the City Council of the City of Oceanside does ordain as follows:

SECTION ONE: Section 3301 of Article 33 in the Zoning Ordinance is deleted, and replaced with the following:

“3301 INTENT AND PURPOSE

It is the intent of this sign ordinance regulation to preserve and enhance the aesthetic, traffic safety and environmental values of our communities and growing business/industrial districts, while at the same time providing for channels of communication to the public. It also is the City’s intent to regulate on the basis of characteristic and proportion of signage. The City finds as to commercial signage that it is in the interest of both aesthetics and traffic safety that sign information be kept to a minimum. The use of subordinate information in commercial signage such as telephone numbers, lists of products, pictures of products, etc. are discouraged, but may be permitted. Where subordinate information exists on commercial signage, the name or use of the business shall be the dominant message on the sign. Subordinate information on commercial signage will not be allowed which presents as a traffic hazard. Noncommercial signage, which rights are constitutionally broader, is permitted unless expressly prohibited within Article 33.”

SECTION TWO: Section 3308 shall read as follows:

“3308 NON-COMMERCIAL
In each instance and under the same conditions to which this chapter permits any sign, a sign containing an ideological, political or other non-commercial message shall be permitted wherever commercial signage is permitted.

SECTION THREE: Section 3302 BB shall be amended as follows (underlined portion deleted):

“BB. OUTDOOR ADVERTISING SIGN (BILLBOARDS). A sign of the outdoor advertising business, which advertises products, accommodations, services or activities not provided on the premises on which it is located, excepting therefrom off-site residential directional signs and real estate signs. Also known as a billboard. These signs are prohibited under this ordinance. This definition does not pertain to Noncommercial messages.”

SECTION FOUR: Section 3304.O shall be amended as follows:

Wherever “Political sign” exists, delete and insert “Temporary sign”.

SECTION FIVE. The City Clerk of the City of Oceanside is hereby directed to publish this ordinance, or the title hereof as a summary, pursuant to state statute, once within fifteen (15) days after its passage in the North County Times, a newspaper of general circulation published in the City of Oceanside.

This ordinance shall take effect and be in force on the thirtieth (30th) day from and after its final passage.

INTRODUCED at a regular meeting of the City Council of the City of Oceanside, California, held on the XXX day of XXXXXX, 1998, and, thereafter,

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Oceanside California, held on the XXX day of XXXXX, 1998, by the following vote:

AYES:

NAYS:

ABSENT:

ABSTAIN:

/s/
MAYOR OF THE CITY OF OCEANSIDE

/s/
ATTEST: APPROVED AS TO FORM:
CITY OF OCEANSIDE SIGN ORDINANCE

LONG VERSION

SECTION 1. Article 33 of the Oceanside Zoning Ordinance is hereby amended in its entirety to read as follows:

"SECTIONS:

3301 Intent
3302 Definitions
3303 Permitted Signs
3304 Prohibited Signs
3305 General Sign Standards
3307 Nonconforming Signs
3308 Enforcement
3309 Severability

3301 INTENT

It is the intent of this sign ordinance regulation to preserve and enhance the aesthetic, traffic safety and environmental values of our communities and growing commercial/industrial districts, while at the same time providing channels of communication to the public. It also is the City's intent to regulate on the basis of characteristic and proportion of signage. The City finds that commercial signage constitutes the majority of existing signage and desires to limit such signage to on-site locations in order to keep proliferation of such signage to a more aesthetic proportion, while providing a channel of communication to advertise businesses. The City finds that it is in the interest of both aesthetics and traffic safety that sign information be kept to a minimum. It is the intent of this sign ordinance to enhance traffic safety by ensuring that signage does not distract, obstruct or otherwise impede traffic circulation. Proper sign control also safeguards and preserves the health, property, and public welfare of Oceanside residents through prohibiting, regulating, and controlling the design, location, and maintenance of signs. Signage that results in a traffic hazard may be abated through the nuisance abatement process set forth by statute.

Non-commercial signage is permitted wherever other signage is permitted within Article
33 and is subject to the same standards and total maximum allowances for a site of each sign type specified in this Article.

3302 DEFINITIONS

For the purposes of this Article, the following definitions shall apply:

3302.A ABANDONED SIGNS
A sign is abandoned when for a period of 90 days or more, there is no sign copy appearing on the sign, or where the establishment with which the sign is associated has ceased operation, or where it is relatively clear that the sign has been forsaken or deserted. Any sign which is a conforming sign not in use, but which could be re-used in conjunction with the ownership or operation of a new business on a property, shall not fall under the definition of abandoned.

3302.B ALTERATION
Any change of size, shape, illumination, position, location, construction or supporting structure of an existing sign.

3302.C ANIMATED SIGN
A sign with action or motion, rotating, flashing or color changes, excepting therefrom wind actuated elements such as flags, banners, streamers, whirligigs or other similar devices, and public service signs such as time and temperature units.

3302.D BALLOON, INFLATABLE SIGNS, OR INFLATABLE ATTENTION-GETTING DEVICES
Any air or gas filled device located, attached, or tethered to the ground, site, merchandise, building, or roof and used for the purposes of signage, advertising, or attention getting.

3302.E BANNER
Any sign of lightweight fabric or similar material that is attached to a building or other structure erected for another purpose. Flags, as defined in this Section, shall not be considered banners.

3302.F BUILDING COMPLEX
A building or group of buildings on one or more lots or building sites containing three or more separate businesses or industrial uses and sharing common parking facilities.

3302.G BUILDING FACE
The outermost surface of any exterior wall of a building, but not including cornices, bay windows, balconies, or other architectural features which extend beyond the general outermost surface of such exterior wall.

3302.H CANOPY SIGN
Any sign that is part of a projecting awning, canopy, or other fabric, plastic, or structural
protective cover over a door, entrance or window or outdoor service area, or otherwise attached to a building face.

3302.I CHANGEABLE COPY SIGN
A sign with changeable copy, regardless of the method of attachment or the materials of construction.

3302.J COMMERCIAL SPEECH
Any message, the prevailing thrust of which is to propose a commercial transaction.

3302.K COMMERCIAL SIGNAGE
Any sign with wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.

3302.L CORNER CLEAR ZONE
The area at a street corner inscribed by a line drawn between points established by measuring back 15 feet from the beginning of the curb radius along the curb line, or edge of pavement when there is no curb, and the face of the curb or edge of pavement.

3302.M DORMER
A structure located above the height of a wall projecting from a sloping roof that is enclosed on both sides and top, and does not project above the top of the roof structure.

3302.N DWELLING UNIT
Any building or portion thereof which contains living facilities, including provisions for sleeping, eating, cooking, and sanitation.

3302.O ENFORCEMENT OFFICER
Any City official or agent designated by the City Manager as having authority to enforce the provisions of this Article.

3302.P FLAG
A device, generally made of flexible materials, usually cloth, paper or plastic, usually used as a symbol of a government, school, or religion, and not containing a commercial message.

3302.Q FREESTANDING SIGN
Any sign supported by structures or supports that are placed on, or anchored in, the ground which are independent from any building or other structure. This definition may include pole signs, ground signs and monument signs.

3302.R GROUND SIGN
Any freestanding sign greater than 6 feet in height and supported wholly by uprights, braces, or poles in or upon the ground and where any supports or angle irons are
enclosed in a wood, plastic, metal or other decorative form, such that the angle irons or supports are not visible. The entire bottom of a ground sign is generally in contact or in close proximity to the ground.

3302.S HEIGHT
The height of any sign shall be the measurement from the top of the sign cabinet, including all ornamentation and supports, to the existing grade beneath the sign.

3302.T ILLEGAL SIGN
Any sign placed without all required government approval and/or permits at the time said sign was placed or is an existing sign which was not constructed in accordance with the ordinances and other applicable laws in effect on the date of construction, did not receive government approval or permits, or a legal nonconforming sign that has exceeded its authorized amortization period.

3302.U ILLUMINATED SIGN
Any sign employing the use of lighting sources for the purpose of decorating, outlining, accentuating or brightening the sign area.

3302.V INCIDENTAL SIGN
A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "loading only", "telephone" and other similar directives. A sign that also includes a commercial message is not considered incidental.

3302.W INSTITUTIONAL
Uses whose primary function is furtherance of the public health, safety and welfare, generally, but not exclusively non-commercial in nature, including, but not limited to the following: hospitals and similar health care facilities, airports, cemeteries, recreational clubs and lodges, museums, theaters and similar cultural institutions, churches and similar religious institutions, detention facilities, fire and police stations, emergency shelters, marinas, parks and similar recreational facilities, schools and similar educational institutions, public utility facilities other than business offices.

3302.X LEGAL NON-CONFORMING SIGN
A sign which was legal when first erected, with all necessary permits, but due to a change in the law it became nonconforming.

3302.Y LOT
Any piece or parcel of land or a portion of a subdivision, the boundaries of which have been established by some legal instrument of record, that is recognized and intended as a unit for the purpose of transfer of ownership.

3302.Z LOT FRONTAGE
Those portions of a lot or building site which abut a public street. For purposes of determining frontage on corner lots and through lots, all sides of a lot abutting a public
street (excluding an alley) shall be considered frontage.

3302.AA MARQUEE
A permanent roofed structure attached to and supported by the building and projecting beyond the building face.

3302.BB MONUMENT SIGN
A freestanding sign not exceeding 6 feet in height which is supported by a base which extends the entire length of the sign area and is an integral part of the design.

3302.CC MULTI-FACED SIGN
A sign with two or more sign faces where any two sign faces are oriented such that they have an interior angle of greater than 45 degrees from each other.

3302.DD NON-COMMERCIAL SIGNAGE
Any signage which is not determined to be commercial signage, as defined herein.

3302.EE NON-COMMERCIAL SPEECH
Any message which is not determined to be commercial speech as defined herein.

3302.FF NON-STRUCTURAL TRIM
The molding, battens, caps, nailing strips, lattice, cutouts, or letters and walkways which are attached to the sign structure.

3302.GG OBSCENE SIGNS
Signage when taken as a whole, which to the average person applying contemporary statewide standards, appeals to the prurient interest and as a whole depicts or describes in a patently offensive way sexual conduct which lacks serious literary, artistic, political or scientific value.

3302.HH OFF-SITE COMMERCIAL SIGNAGE
Signage that is not located on the site of the business, accommodations, services, or commercial activity served by the sign.

3302.II ON-SITE COMMERCIAL SIGNAGE
A sign advertising the business, accommodations, services or commercial activities provided on the site on which the sign is located.

3302.JJ PERMANENT SIGN
Any legal sign designed or used in excess of 45 days.

3302.KK PERMITTED SIGN
Signs permitted pursuant to this Article.

3302.LL POLE SIGN
A sign wholly supported by one or more poles and otherwise separated from the ground
by air.

3302.MM PROHIBITED SIGNS
Signs specified in Section 3304 of this Article or any sign not specified in Section 3303 nor in compliance with the design criteria of this Article.

3302.NN PROJECTING SIGN
A sign which projects more than 12 inches from the exterior face of a building wall or facade and which uses the building wall as its primary source of support.

3302.OO PROJECT ENTRANCE SIGN
An on-site sign used to identify the name of an apartment housing complex, mobile home park, condominium subdivision or other residential subdivision.

3302.PP PUBLIC SERVICE SIGN
A non-commercial sign that provides general information that benefits the public, such as electronic changeable time and temperature units.

3302.QQ REPAIR
The renewal of any part of an existing sign for the purpose of its maintenance.

3302.RR ROOF SIGN
A sign erected upon or above a roof or a parapet of a building or structure, and not contained within a dormer.

3302.SS SETBACK AREA
The setback area shall be that area defined as the "required minimum yard" as specified by the Zoning Ordinance for each Zoning District, unless a specific setback is designated within this Article.

3302.TT SIGN
Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public, with the exception of the following.

3302.TT.1 Such devices not exceeding one square foot in area and bearing only property numbers, post box number, names of occupants or other similar identification on a site.

3302.TT.2 Flags and other insignia of any government not displaying a commercial message.

3302.TT.3 Legal notices, identification, informational or directional/traffic controlling devices erected or required by government agencies.
3302.TT.4 Decorative or architectural features of buildings, except letters, trademarks or moving parts.

3302.TT.5 Holiday decorations and lights.

3302.TT.6 Government traffic controlling devices are not considered signs for purposes of this Article due to their distinct purpose.

3302.UU SIGN AREA
The entire area contained within the frame, cabinet or fixture, including all ornamentation or decoration used to attract attention. In the case of pole signs, that area above the supporting column, provided such supporting column is not decorated or displayed with advertising. The area of signs painted on walls, individual letter signs, trough signs, and other directly illuminated signs, shall be calculated on the basis of the smallest rectangle, circle or spherical figure that will enclose the entire copy area of the sign. The area of any two or more faced signs or "V" type signs having any interior angle of more than 45 degrees (multi-faced signs) shall be the total area of all faces or panels. If all interior angles are 45 degrees or less, the greatest sized panel or face shall only be counted as the sign area.

3302.VV SIGN COPY
Any words, letters, numbers, figures, designs or other symbolistic representation incorporated into a sign with the purpose of attracting attention to the subject matter.

3302.WW SIGN FACE
The surface of the sign upon, against, or through which the message is displayed or illustrated on the sign.

3302.XX SIGN STRUCTURE
Any structure that supports or is capable of supporting any sign as defined in this Section. A sign structure may be a single pole and may or may not be an integral part of the building.

3302.YY SITE
A lot, or group of contiguous lots, with or without development, in single ownership, or having multiple owners, all of whom join in an application for signage.

3302.ZZ STREET
A public or private highway, road or thoroughfare which affords the principal means of access to adjacent lots.

3302.AAA TEMPORARY SIGN
Any sign that is displayed for a limited period of time as defined in this Article.

3302.BBB WALL SIGN
Any sign attached to, erected against, or painted or inscribed upon the wall of a building.
or structure, with the exposed face of the sign in a plane parallel to the plane of said wall and not located above the roof line, parapet or facade (except when enclosed within a dormer), which does not project more than 12 inches from the building wall.

3302.CCC WINDOW SIGN
Any sign or combination of signs in excess of four (4) square feet, displayed on or behind a window or similar opening in wall.

3303 PERMITTED SIGNS
Signs are permitted under the various use classifications or locations as specified in A through I of this Section 3303.

3303.A INDUSTRIAL OR COMMERCIAL USE
The following types of signs are permitted for commercial and industrial uses in order to provide a wide range of options for advertisement, identification, and non-commercial, or other messages. Commercial and/or non-commercial signage is allowed on-site of a commercial or industrial use. The total area of commercial plus non-commercial signage shall not exceed the maximum allowable area for signage for the commercial or industrial site. All commercial signage shall relate to on-site advertising, identification or activities. Non-commercial signage need not relate to on-site identification or activities but shall otherwise meet the general and specific design standards and the requirements of this Article.

3303.A.1 FREESTANDING SIGN
A freestanding sign may be a pole sign, ground sign or monument sign.

3303.A.1.a POLE OR GROUND SIGNS
A pole or a ground sign may be permitted if all of the following design standards are met in addition to the General Design Standards contained in Section 3305:

3303.A.1.a(1) Frontage Requirement:
The site shall have a street frontage of at least 200 feet.

3303.A.1.a(2) Number of Allowed Signs

3303.A.1.a(2)(a) The identification of a single use not located within a building complex will be limited to one freestanding pole or ground sign.

3303.A.1.a(2)(b) The identification of uses located within a building complex will be limited to one freestanding pole or ground sign per each 1000 feet of street frontage provided that complexes with multiple street frontages may be allowed one secondary ground sign with a maximum height of 15 feet provided the total allowable sign area is not exceeded. No individual use located within a building complex will be permitted to have its own freestanding pole or ground sign.

3303.A.1.a(3) Sign Area: The total sign area of all freestanding pole or ground signs for
a single building or a building complex shall not exceed the following:

**Total Building(s) Square Footage**  **Total Sign Area Allowance**

- 0-10,000 sq.ft. ........................................... 50 sq.ft.
- 10,001-20,000 sq.ft......................... 100 sq.ft.
- 20,001- 50,000 sq.ft.......................... 150 sq.ft.
- 50,001- 100,000 sq.ft...................... 200 sq.ft
- 100,001- 200,000 sq.ft................... 250 sq.ft
- Over 200,000 sq.ft.......................... 300 sq.ft. maximum

**3303.A.1.a(4) Sign Height**: The height of a freestanding pole or ground sign shall not exceed the following standards:

**Total Building(s) Square Footage**  **Total Sign Height Allowance**

- 0-20,000 sq.ft. ........................................... 20 feet
- 20,001- 75,000 sq.ft......................... 25 feet
- Over 75,000 sq.ft.......................... 30 feet maximum

**3303.A.1.a(5) Location**: Freestanding pole or ground signs shall not be placed on any public property or within a corner clear zone and shall be located so as to not create a pedestrian or traffic hazard.

**3303.A.1.a(6) Proposed Building**: The freestanding pole/ground sign standards may apply to proposed building dimensions during construction of a site.

**3303.A.1.b Monument Signs**
Freestanding monument signs may be permitted subject to following design standards in addition to the General Design Standards in Section 3305:

**3303.A.1.b(1) Building Complexes**: Limited to one monument sign per each 250 feet of street frontage.

**3303.A.1.b (2) Single Use**: Limited to one monument sign.

**3303.A.1.b (3) Frontage Requirement**: Street frontage on a site where a monument sign is located must be at least 100 feet.
3303.A.1.b (4) **Sign Area:** The sign area of a monument sign shall not exceed the following standards:

<table>
<thead>
<tr>
<th>Building Square Footage</th>
<th>Sign Area Allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10,000 sq.ft.</td>
<td>40 sq.ft.</td>
</tr>
<tr>
<td>10,001-25,000 sq.ft.</td>
<td>50 sq.ft.</td>
</tr>
<tr>
<td>Over 25,000 sq.ft.</td>
<td>60 sq.ft maximum</td>
</tr>
</tbody>
</table>

For the purposes of computing the area of a monument sign and to encourage better design, a border or frame shall not be counted as sign area provided such border or frame does not exceed an additional 25% of the sign area.

3303.A.1.b(5) **Sign Height:** No monument sign including a frame, border or base shall exceed six (6) feet in height as measured from existing grade.

3303.A.1.b(6) **Sign Location:** A minimum distance of 100 feet must be maintained between monument signs. Monument signs shall be placed within a landscaped area. The sign shall not be placed upon any public property or within a corner clear zone, and shall be located as to not create a pedestrian or traffic hazard.

3303.A.1.b(7) **Sign Structure:** The base of a monument sign shall be designed to be an integral part of the sign design, not merely a support. The base of a monument sign shall be solid.

3303.A.2 WALL SIGNS

Wall signs are intended to be the primary signage for most uses. The following specific design standards shall apply in addition to the General Design Standards in Section 3305:

3303.A.2.a **Sign Area.** The maximum size of a wall sign, including a logo, shall be two (2) square feet of sign area for each lineal foot of building frontage. Frontage is computed on an individual basis in multi-tenant buildings. Building frontage shall be measured along that side of the building for which the sign is proposed.

3303.A.2.b **Sign Length.**

3303.A.2.b (1) **Front Wall Signs** - The length of the sign may be up to 70 percent of the building frontage, to a maximum of 50 feet.

3303.A.2.b(2) **Side and Rear Wall Signs** - The length of the sign may be up to 50% of the building frontage, to a maximum of 30 feet.

3303.A.2.c. **Sign Copy** - Letter height for wall signs shall be as follows:
Building Frontage Width .................. Maximum Letter Height

0-20 feet ........................................ 18 inches
21-40 feet ...................................... 24 inches
41-60 feet ...................................... 30 inches
61-80 feet ...................................... 36 inches
81-100 feet .................................... 42 inches
Over 100 feet .................................. 48 inches maximum

Wall signs shall be limited to a maximum of two (2) lines of copy. The maximum letter height and/or sign face height shall be measured as the combination of both lines of copy, including the space between, or the distance between the top of the sign face and the bottom of the sign face.

3303.A.2.d Location. The top of the sign shall not project above the intersection of the wall and roof or parapet line. Wall signs shall be limited to two sides of a building.

3303.A.3 PROJECTING SIGNS

3303.A.3.a Projecting signs shall not extend over the public right-of-way unless an encroachment permit is obtained from the City.

3303.A.3.b A projecting sign shall not exceed 30 square feet.

3303.A.3.c Only one sign per use is allowed and shall only be allowed if the wall it is projecting from does not have any wall signs. (Exception: If a canopy is over the entrance to a use, a projecting sign may be allowed under the canopy at each entrance provided such sign does not exceed eight (8) square feet and the total projecting signage for the use does not exceed 30 square feet).

3303.A.3.d The bottom of any projecting sign shall be at least eight feet above the walkway.

3303.A.4 CANOPY SIGNS
Any signage on a canopy shall be included in the total allowable wall sign area for that use and must meet the sign area, length and copy standards for wall signs.

3303.A.5 WINDOW SIGNS
No more than 20 percent of the total window area for any one side of a building shall be used for permanent or temporary sign display.

3303.A.6 INCIDENTAL SIGNS
Incidental signs shall be no more than three feet high and three square feet.

3303.A.7 A-FRAME AND OTHER PORTABLE SIGNS
A-frame and other portable signs shall be allowed to be erected and maintained subject to the following regulations:

3303.A.7.a All signs must meet the standards of the "A-Frame and Portable Design Guidelines".

3303.A.7.b All signs regulated under this Section are prohibited as of January 1, 2000, and shall be removed prior to that date.

3303.B RESIDENTIAL USE
Signage for residential uses is allowed (except off-site commercial signage and other signage specifically prohibited by this ordinance) if complying with the following standards:

3303.B.1 SINGLE FAMILY LOT SIGNAGE

3303.B.1.a Total sign area shall not exceed 6 square feet per lot.

3303.B.1.b Maximum total number of separate signs per lot is 2.

3303.B.1.c Signs shall not be located on public property. Signs in the corner clear zone shall not exceed 30 inches in height and shall not create a traffic sight obstruction or other traffic or pedestrian hazard.

3303.B.2 MULTI-FAMILY LOT SIGNAGE

3303.B.2.a Total sign area shall not exceed 2 square feet per dwelling unit with an allowable combined site maximum of 32 square feet.

3303.B.2.b There shall be no more than two (2) signs having a sign area greater than two (2) square feet.

3303.B.2.c Signs shall not be located on public property and shall not create a traffic or pedestrian hazard. Signs in the corner clear zone shall not exceed 30 inches in height and shall not create a traffic sight obstruction.

3303.B.2.d Incidental Signs may be placed on-site of a multi-family residential use. Incidental signs shall be no more than three feet high and three square feet (square footage is in addition to allowances under b. herein.) The signs shall be permanently placed on site.

3303.B.3 PROJECT ENTRANCE SIGNS
Such signs may be installed at the entrance of a project subject to the following limitations:
3303.B.3.a This signage is allowed in addition to the sign area allowed in 3303.B.1 & 3303.B.2 above.

3303.B.3.b Two signs are allowed per site entrance, each sign not to exceed 32 square feet and 4 feet high.

3303.B.3.c The signs must be designed as an integral part of a wall or fence or as a monument sign.

3303.B.3.d The signs must be placed within a maintained landscaped area and within an acceptable easement or open space lot authorized for signage.

3303.B.3.e The signs must be placed at the main street intersection of the major entrances to the project in such a location as to not obstruct sight distance. Signs may not be located within a public right-of-way. Signs located in the corner clear zone shall not exceed 30 inches in height, nor create a traffic sight obstruction or other pedestrian or traffic hazard.

3303.C INSTITUTIONAL, AGRICULTURAL, OR OPEN SPACE USES

The following signs are allowed:

3303.C.1 WALL SIGNS

Wall sign area shall not exceed forty (40) square feet.

3303.C.2 MONUMENT SIGNS

Monument signs shall be not exceed forty (40) square feet, nor six (6) feet in height. Monument signs shall be placed within a landscaped area.

3303.D TEMPORARY SIGNAGE

3303.D.1 PRIVATE PROPERTY

3303.D.1.a TIME PERIOD.

3303.D.1.a(1) Commercial or Industrial Uses. Temporary signs may be displayed for up to three (3) separate periods per calendar year of from one (1) to fifteen (15) days each period, per use. For building complexes, the combined number of temporary sign display periods shall not exceed five (5) per calendar year. Temporary sign display time periods may be combined consecutively on a site to allow for a total of up to 45 consecutive days of temporary sign display (up to 75 consecutive days for building complexes).

3303.D.1.a(2) Residential, Agricultural, Open Space, or Institutional Uses. Temporary
signs may be displayed for up to three (3) separate periods per calendar year of from
one (1) to fifteen (15) days each period, per each lot. Temporary sign display time
periods may be combined consecutively on a lot to allow for a total of up to 45
consecutive days of temporary sign display.

3303.D.1.a(3) All Uses.

Up to thirty days prior, and ten days after any local, state, regional, or national official
election temporary signage is allowed in addition to and without limitation of 3303 D.1.a.
(1) and (2) and 3303.D.1.c (1) and (2). Sign area is limited to 16 square feet per sign
for commercial and industrial uses, and 6 square feet per sign for residential,
institutional, agricultural, or open space uses. The number of signs during this time
period is not limited. Such signage may carry any form of non-commercial signage,
consistent with this Article.

3303.D.1.b EXCEEDING TIME ALLOWANCE If the duration of temporary sign display
exceeds the maximum time period allowed in (1) above, the sign is not considered a
temporary sign. Such signage shall be counted against the allowable area for
permanent signage for the site or lot. A sign installation permit must be obtained or the
sign must be removed.

3303.D.1.c SIGN AREA.

3303.D.1.c(1) Commercial or Industrial Uses. The maximum allowable temporary sign
area for a site, per time period, is the same as the allowable wall sign area. For the
purposes of temporary sign area computation, the area of pennants, flags, streamers,
whirligigs, and similar attention-getting devices not displaying written messages shall
not be included.

3303.D.1.c(2) Residential, Agricultural, Open Space or Institutional Uses. The
maximum allowable temporary sign area is six (6) square feet.

3303.D.1.d ALLOWANCE ABOVE PERMANENT SIGNAGE MAXIMUM. The area of
temporary signage allowed herein is in addition to the maximum allowable sign area for
permanent signage on a site or residential lot.

3303.D.1.e HEIGHT. Maximum height for freestanding temporary signs is 5 feet.

3303.D.1.f NUMBER OF SIGNS. Unless otherwise stated in 3303.D.1.a(3), the
maximum number of separate temporary signs is 4 for commercial or industrial uses,
and 2 for residential, agricultural, open space, or institutional uses, provided that the
combined area of all signs may not exceed the maximum allowed in “c” herein.

3303.D.1.g SETBACK. Signs shall not be located on public property. Signs in the
corner clear zone shall not exceed 30 inches in height and shall not create a traffic sight
obstruction or other traffic or pedestrian hazard.
3303.D.1.h OWNER PERMISSION. Permission of the owner of the premises on which the signage is located is required.

3303.D.1.i ON-SITE PLACEMENT Temporary commercial signage, consistent with other provisions in this article, shall only be located on the site of the business or entity to which it relates, if of a commercial nature.

3303.D.1.j POSTING ON VEGETATION. No temporary sign shall be posted on any tree, bush or other vegetation.

3303.D.1.k BALLOONS, INFLATABLE SIGNS OR INFLATABLE ATTENTION GETTING DEVICES. In addition to the temporary signage permitted above, balloons or inflatable signs or devices shall be permitted subject to the following restrictions for commercial usage:

3303.D.1.k(1) Such devices shall be allowed one time in the life of a business for a period of not more than 15 calendar days. Only one balloon or inflatable sign/device is permitted per business.

3303.D.1.k(2) All requirements of the "Balloons and Inflatable Signs or Attention Getting Device Guidelines" shall be met.

3303.D.1.k(3) Prior to use, all inflatable signs shall obtain a permit from the Planning Director and Enforcement Officer. Permit requirements include submittal, review and approval of an application and payment of required fees. An application fee of $100 and a deposit of $400 are required for each application.

3303.D.1.l COST RECOVERY. Whenever the Enforcement Officer causes the removal of a temporary sign, the cost incurred by the City in removing such sign shall constitute a debt owed to the City by the responsible party. The City Manager or designee is authorized to take such action as may be deemed necessary, including the commencement of a civil action in a court of competent jurisdiction, to recover any such costs.

3303.D.2 PRIVATE PLACEMENT ON RIGHT-OF-WAY

3303.D.2.a TIME PERIOD. Temporary noncommercial signs may be displayed up to thirty days prior and ten days after any official local, state, regional, or national authorized election. Such signage may carry any form of noncommercial message, consistent with this Article.

3303.D.2.b SIGN AREA. The maximum allowable sign area is 6 square feet per sign.

3303.D.2.c HEIGHT. Maximum height of freestanding signs is 5 feet.
3303.D.2.d POSTING ON STRUCTURES. All signage within the public right-of-way shall be self-supporting and freestanding. No temporary sign shall be posted on any streetlight, utility pole, post, pole, or structure supporting a traffic-control sign or signal, fire hydrant, or similar structures in the public right-of-way.

3303.D.2.e SAFETY OF PLACEMENT. Temporary signs posted in the public right-of-way shall meet the following criteria:

3303.D.2.e(1) When located in the Corner Clear Zone, the sign shall not exceed 30 inches in height.

3303.D.2.e(2) Signs shall not obstruct a motorist’s view of pedestrian or vehicular traffic, traffic-control signs, or signals, or otherwise represent a hazard to vehicular or pedestrian traffic.

3303.D.2.e(3) Signs shall not impede a pedestrian’s free use of the sidewalk.

3303.D.2.e(4) Signs shall be securely affixed to the property on which they are placed.

3303.D.2.f APPLICATION REQUIREMENTS. Prior to posting any temporary sign on the right-of-way, the private party responsible for the posting and maintenance of such signs, hereinafter referred to as "responsible party," shall provide the following information to the Enforcement Officer:

3303.D.2.f(1) Application. An application shall be filed with the Building Department by the "responsible party". This application shall be in a form and content as required by the Enforcement Officer. This application shall minimally include the following information:

3303.D.2.f(1)(a) Identification Information. A description of the signs sufficient to allow the Enforcement Officer to identify the responsible party for the purposes of enforcement.

3303.D.2.f(1)(b) Name, address, and telephone number of the responsible party.

3303.D.2.f(1)(c) The erection and removal dates for the signs.

3303.D.2.f(2) Deposit - A $250 deposit per application is required. The deposit is refundable. Costs of enforcement, if required, may be deducted from the deposit prior to refund.

3303.D.2.f(3) No permit nor deposit is required for the posting of temporary signs on public property by the City of Oceanside.

3303.D.2.g SIGN REMOVAL. Temporary signs shall be removed from the public right-of-way not later than the removal date indicated in the application.
3303.D.2.h COST RECOVERY. Whenever the Enforcement Officer causes the removal of a temporary sign, the cost incurred by the City in removing such sign shall constitute a debt owed to the City by the responsible party and may be deducted from the deposit. If the debt owed is greater than the deposit, the City Manager or designee is authorized to take such action as may be deemed necessary, including the commencement of a civil action in a court of competent jurisdiction, to recover any such costs. Any dispute by an applicant regarding any portion of the deposit deducted may be appealed to the City Manager or designee.

3303.E. PUBLIC PROPERTY

3303.E.1 PRIVATE PLACEMENT
Due to the effects of weather elements, traffic distractions, visible blight and aesthetic concerns, the public may place only the following signs on public property:

3303.E.1.a Kiosk signs are subject to the restrictions below.

3303.E.1.b Temporary, non-commercial signs, subject to the restrictions under "temporary" signs within this Article.

3303.E.2 PICKET SIGNS
The personal carrying of signs or "picketing" is allowed on public property, except in the roadway due to traffic safety concerns, so long as it is done in such a manner not to interfere with the public's ingress or egress or free use of sidewalks or public right-of-way.

3303.E.3 GOVERNMENT SIGNAGE
Just as commercial, non-commercial and residential owners are allowed the right to provide signage on their property related to their need for expression, so too is the government allowed the right to signage on its (public) property with the following standards:

3303.E.3.a GOVERNMENT OWNED SIGNAGE. Permanent signage owned in full or in part by the government related to the conduct of governmental business shall not exceed that allowed for commercial or industrial uses.

3303.E.3.b KIOSK PROGRAM. This Section provides for directional signage within the public right-of-way within an approved kiosk under the City's Kiosk program. It is intended to permit government owned off-site directional signs necessary to serve the community for purposes of order, direction and safety. In order to avoid adverse effects on the aesthetics of the City, to minimize traffic safety issues and to prevent a proliferation of such signs, regulations for the location, standards, number of such signs, and their approval and removal are included in this Section.
3303.E.3.b(1) **Sign Standards and Structural Requirements.** All kiosk displays shall substantially comply with the sign design standards, program guidelines, and structural requirements. The Enforcement Officer shall review all such displays to ensure their compliance with those standards and requirements.

3303.E.3.b(2) **Kiosk Program for Commercial and Non-Commercial Signs.**

3303.E.3.b(2)(a) The Building Director or its agent shall establish kiosk displays and approve the location and construction of such displays in various strategic locations throughout the City. Such design and location discretion shall only be made with due consideration to aesthetic appearance, cost, readability, traffic and public safety concerns.

3303.E.3.b(2)(b) An applicant may apply for signage to be placed within one or more kiosk displays designated by the Building Director. All applicants shall be subject to the rules, regulations and requirements placed on such signage consistent with the provisions of this Article and the City’s kiosk program guidelines.

3303.E.3.b(2)(c) One kiosk design shall be utilized throughout the City and shall be on file in the Building Department. The height and design of all kiosk displays shall be subject to approval of the City in accordance with the kiosk program guidelines.

3303.E.3.b(2)(d) Kiosks shall be in the public right-of-way.

3303.E.3.b(2)(e) Each kiosk shall have "Oceanside" and the City logo displayed in a prominent location on the sign.

3303.E.3.b(2)(f) No more than eight kiosk sign panels for any person or entity is allowed within the City. A kiosk sign display shall not be duplicated on an individual kiosk. A double-sided message display shall be considered one kiosk sign display for the purposes of this Article.

3303.E.3.b(2)(g) There shall be no additions, tag signs, streamers, devices, display boards, or appurtenances added to the sign as originally approved.

3303.E.3.b(2)(h) Any sign placed contrary to the provisions of this ordinance may be removed by the Enforcement Officer without prior notice. Non-compliance or kiosks improperly maintained shall be subject to the enforcement provisions provided in this Article and/or the Oceanside City Code.

3303.F **SIGNS WITHIN THE SMALL CRAFT HARBOR AREA**

In addition to the sign regulations elsewhere in this Article, the following regulations shall also apply in the Oceanside Small Craft Harbor:
3303.F.1 GOVERNMENT SIGNAGE/ SURFACE STREETS APPROACHING THE HARBOR. Surface street approach signs should be of a distinctive character for designation of the Harbor location. These signs shall be visible day and night and located at key points within the public right-of-way of streets leading to the Harbor, with all turns clearly indicated in advance.

3303.F.2 POLE OR GROUND SIGNS.

3303.F.2.a Major. A major pole or a ground sign shall be allowed at the two major entryways to the Harbor. The sign shall be designed to denote “Oceanside Harbor” with the appropriate directional signage. Signage of uses within the harbor area may be displayed on separate lighted panels. Non-commercial messages may also be displayed.

3303.F.2.b Minor. Minor pole or ground signs shall be allowed at major intersections within the harbor. These signs shall be a variation of the sign design proposed for the major entryways to the Harbor. The use of a modular replaceable-unit or a translucent panel system with internal lighting, and a highly visible typeface, is recommended for these locations. Non-commercial messages may also be displayed.

3303.F.2.c Typeface. A limited number of typefaces for major and minor pole signs are available for the various panels. Proprietary or specialized typefaces which have been consistently utilized by a “chain” and are compatible (i.e., legibility, scale, color) with the others in the sign may also be displayed.

3303.F.2.d Maximum height of a minor pole or ground sign is 14 feet.

3303.F.3 SITE SIGNS.

Site signs shall display information in a coordination of design in effort to create a more cohesive and pleasing atmosphere. Site signs shall fall within the categories of monument signs, wall signs and incidental signs.

3303.F.3.a Monument Signs

3303.F.3.a(1) Location. Signs shall be located at the outer face of leasehold or near the street front property line or vehicular entrance to leasehold. Sign must be located and oriented to avoid interference with vehicle driver’s safe line of sight.

3303.F.3.a(2) Maximum Quantity. One (1) per business entity at street frontage or entrance driveway.

3303.F.3.a(3) Size. Maximum panel size is six (6) square feet. Maximum height is six (6) feet.

3303.F.3.a(4) Materials Limited to wood or acceptable metals or plastics.
3303.F.3.b Wall Signs.

3303.F.3.b(1) Location. Signs shall be located on building façade or on-site adjacent to entry of building. Wall signs shall not be placed on roofs or windows.

3303.F.3.b(2) Maximum Quantity. One (1) per independent business entity on each street frontage and/or water frontage façade.

3303.F.3.b(3) Size. Size and quantity must be compatible with scale of structure, but in no case can it exceed 12 square feet of panel size in one elevation (building face) or 24 square feet on all elevations (building face).

3303.F.3.b(4) Materials. Limited to wood or acceptable metals or plastics.

3303.F.3.c Incidental Signs.

3303.F.3.c(1) Location. Signs may be located anywhere within a leased parcel.

3303.F.3.c(2) Maximum Quantity. Number of signs per leased parcel shall be as needed for directional and informational signage.

3303.F.3.c(3) Size. Maximum of four (4) square feet for each panel size and a total of 24 square feet for all incidental signage on a lease parcel.

3303.F.3.c(4) Materials. Limited to wood or acceptable metals or plastics.

3303.F.4 GENERAL DESIGN STANDARDS FOR ALL SITE SIGNS.

All site signs shall conform to the following design standards:

3303.F.4.a Extensive use of wood in both sign panel and support structure is desired.

3303.F.4.b A maximum of two typefaces acceptable to the Harbor District shall be used on all signs within a lease parcel.

3303.F.4.c Display light sources should be screened from autos, boats and pedestrians. No internal lighting is permitted.

3303.F.4.d Temporary display banners and flags require approval by the Harbor Director as to size and location.

3303.F.4.e Boat sale displays should have consistent sign sizes and typography within a single parcel, and “false sail” signs in sailboat rigging should be in conformance with these regulations. (See Boat Sign Ordinance 72-5.)

3303.F.4.f No more than 20 percent of the total window area for any one side shall be
used for permanent or temporary sign display.

3303.F.4.g Temporary signs affixed to trailers or boat cradles are discouraged.

3303.F.4.h Where multiple uses are located within the same parcel, signs should be of similar materials and proportions, consistently located and lighted, and of not more than two typeface styles (except for compatible regionally or nationally recognized “chain” logo/type-faces”).

3303.F.4.i No lighted sign will be allowed that creates a confusing background for Harbor night entry.

3303.F.5 APPROVAL REQUIREMENTS.
Upon application, all signage shall receive a permit if the signage is in compliance with all provisions of this Article for general signage and Harbor District signage. All signs (except for incidental signs without electricity or temporary signs) must have a permit from the City of Oceanside Building Department prior to installation.

3303.G SIGNS WITHIN THE REDEVELOPMENT AREA
In addition to the sign regulations elsewhere in this Article, the following regulations shall also apply in the Redevelopment Area: The height, width, depth, colors and design features, including lighting and structural support of each and all signs to be erected outside of buildings or attached to any building shall be subject to these design objectives hereinafter stated. The object of these design objectives is to assure compatibility of each and all signs with the architecture of buildings. All signs shall conform to the City’s sign standards and as said City standards may subsequently be further amended. Where conflict exists between City standards and the requirements of these regulations, the more restrictive shall apply.

3303.G1 PLANNED COMMERCIAL DEVELOPMENT:

3303.G.1.a MONUMENT SIGNS
Signs may not exceed six feet (6’) in height and shall be located in a landscaped area, the minimum size of which shall be no less than the size of the sign.

3303.G.1.b WALL SIGNS
The maximum area of these signs shall not exceed the size requirement of two (2) square feet of sign area for every lineal foot of occupant’s primary frontage, not to exceed 200 square feet.

3303.G.1.c INCIDENTAL SIGNS
Two incidental signs per occupant frontage attached to the building or projection thereof within the limits of each occupant’s building frontage shall be permitted. Signs designed to guide pedestrian or vehicular traffic are permitted, provided such signs do not exceed three (3) square feet.
3303.G.2 MULTI-FAMILY RESIDENTIAL AND CONDOMINIUMS:
One project entrance sign may be installed if the project has access onto one (1) dedicated public street. Two (2) project entrance signs may be permitted when the project has access onto two (2) or more dedicated streets. Monument signs may not exceed six feet (6') in height and shall be located in a landscaped area, the minimum size of which shall be no less than the size of the sign.

3303.G.3 SINGLE COMMERCIAL BUILDING:
One wall sign per occupant frontage attached to the building or projection thereof and within the limits of each occupant’s building frontage (exposed sides of buildings) shall be permitted to a maximum of two (2) signs per occupant. Size shall be limited to two (2) square feet of sign area for every lineal foot of occupant’s primary frontage, not to exceed 200 square feet. In addition, one monument sign may be allowed pursuant to item 1.a. above.

3303.G.4 SIGN LIMITATIONS: Pole signs shall not be permitted.

3303.G.5 ADDITIONAL REGULATIONS AND CONTROLS:
All redevelopers and owner-participants shall be required to include a sign provision in any and all leases with tenants requiring such lessees to conform to the established sign design and policy within the Project Area in order to ensure a reasonable degree of uniformity and continuity of sign design, scale, proportion, size and placement.

3303.H SIGNS WITHIN A HISTORIC DISTRICT
In addition to the regulations elsewhere in this Article, the following regulations shall also apply in the Historic District:

3303.H.1 SIGN PURPOSE.
3303.H.1.a Signs shall be architecturally attractive and contribute to the retention or restoration of the historic character of the area. Signs should not compete with each other or dominate the setting via inconsistent height, size, shape, number, color, lighting or movement.

3303.H.1.b An effective signing and graphics system functions not as a separate entity but as an integral part of the built environment. Carefully planned signs communicate essential information, while also ordering and enhancing the architectural environment.

3303.H.1.c Design criteria are needed to encourage and coordinate well-designed signage. The following sign regulations are also intended to assure the merchant that all other establishments are similarly regulated in the Historic Area. A comprehensive sign package shall be required for all development within the Historic Area to insure compliance with these guidelines.

3303.H.2 DEFINITIONS.
3303.H.2.a *Historic Sign.* Any sign used to recreate a replica or restore a historic structure related to the Mission San Luis Rey, All Saints Church or Heritage Park. Documentary evidence of such a sign must be presented to Oceanside Historic Preservation Advisory Commission (OHPAC).

3303.H.2.b *Historic Marker.* Signs or markers approved by the City, State or Federal Government to be located on historic sites, points, or structures, or describe directions to such from prominent visible locations within the public right-of-ways.

3303.H.3 SIGN TYPES RESTRICTIONS.

3303.H.3.a A freestanding sign shall not exceed 12 feet in height.

3303.H.3.b A wall sign not exceeding four (4) feet in height securely affixed to a wall and projecting no more than 6 inches from a parallel to the face of such of the wall. A wall sign shall not project beyond the edge of the building face nor above the highest line of the building to which it is attached. The length of the sign may be up to 80% of the building frontage, and shall not exceed 20% of the building frontage wall.

3303.H.3.c Window signs painted or permanently affixed on an interior translucent surface, including windows and doors, shall not exceed 20% of the area visible from any one point of the building. Exterior window signs are prohibited.

3303.H.3.d A monument sign shall not exceed six feet in height (except Entry Monuments which may be twelve feet) and supported by a base not exceeding 25% of sign area.

3303.H.4 DESIGN STANDARDS.

3303.H.4.a All signs shall be reviewed by Oceanside Historic Preservation Advisory Commission (OHPAC) and only approved when such signs conform to the sign controls herein as to characteristics and designs.

3303.H.4.b Application for a sign permit shall be accompanied by sketches and drawings to scale and dimensions showing details of construction, and shall delineate the size, shape, design, material, coloring, lettering, lighting and position in relationship to the building form or place where it will be displayed. Scaled sketches of existing signs on the premises, including signs for which valid permits exist, whether or not such signs are in existence, shall accompany the application.

3303.H.4.c Colors shall be consistent with the period of the building or site. No luminous paints or plastics shall be permitted.

3303.H.4.d The typeface used on all signs shall be consistent with the mission period. Acceptable type styles include the following (unless associated with Heritage Park or Ivey Ranch Park which are not subject to these type styles): Libra, Goudy, Medieval,
3303.H.4.e Signs may be lighted. However, no light that flashes or blinks or effects changes in hue or intensity of illumination is permitted. Illumination sources for the sign shall be hidden from view.

3303.H.4.f The following materials are acceptable for sign face, supports or standards.

3303.H.4.f(1) Rough sawn wood and/or wrought iron with painted backgrounds and lettering.

3303.H.4.f(2) Smooth wood with painted background and lettering.

3303.H.4.f(3) Wood cutouts, carved out letters, or wrought iron silhouettes on any of the above.

3303.H.4.f(4) Signs directly painted on a building. (This is defined as a wall sign.)

3303.H.4.f(5) Ceramic tiles of letters or symbols inset in adobe or wood.

3303.H.4.f(6) Wood or stucco finished sign posts are recommended.

3303.H.4.g The following materials are not acceptable:

3303.H.4.g(1) Contemporary finishes such as plastics, fiberglass, porcelain enamel, aluminum and stainless steel.

3303.H.4.g(2) Sheet metal.

3303.H.4.g(3) Bright glossy enamel, fluorescent paint or reflective surfaces.

3303.H.4.g(4) Exposed metal supports in extruded, rolled or tubular sections.

3303.H.5 COMMERCIAL USES

3303.H.5.a One wall sign is permitted on the face of each establishment.

3303.H.5.b A sign on the front or primary face of an establishment shall not exceed one square foot for each linear foot of frontage. Signs over 16 square feet are discouraged.

3303.H.5.c No freestanding or roof top canopy signs shall be permitted, unless the establishments are located within an arcade, court or similar structure not on a public right-of-way. If this is the case, they may collectively place a single freestanding sign at the entrance of said arcade or court to identify the establishments within. Maximum height of such sign shall not exceed four feet above average adjacent grade. Each establishment shall have a maximum of 1.5 square feet for identification.
3303.H.5.d Signs on the side or rear wall of an establishment shall not exceed one-half square foot for each linear foot of street or dedicated walkway frontage along those walls. Signs exceeding 12 square feet are discouraged.

3303.H.5.e On perpendicular (30 degree or greater) projecting sign not to exceed six (6) square feet will be permitted on the front of primary face of each establishment, provided that the sign is designed as a graphic representation of the establishment’s goods or services, such as a boot advertising a shoe store.

3303.H.5.f Signs offering information on incidental services or recommendations, e.g. AAA, Visa, Carte Blanche, etc. shall not be visible from the public right-of-way.

3303.H.5.f(1) Incidental signs are permitted on the faces of the buildings or structures provided that such signs shall not be placed higher than eight (8) feet above the immediately adjacent ground level or above the eave line whichever is the lesser.

3303.H.5.f(2) Multi-user directional signs are permitted to locate on a separate freestanding pole structure provided that the structure and/or sign affixed to same does not exceed six feet in height.

3303.H.5.f(3) Single use directional signs shall be no more than three feet high and three square feet. The signs shall be permanently placed on-site.

3303.H.5.g Maximum size for a single sign or panel shall be that which is necessary to convey the necessary information, not to exceed a maximum of four (4) square feet.

3303.H.5.h Total number of signs to be used for this purpose shall not exceed four (4) per establishment and shall be combined when possible.

3303.H.5.i Residence and establishment name signs, occupants name plates and address numbers are those signs that, by their nature and wording, or lettering identify and locate either the house, establishment, or its occupant, or both. Such signs may include pictorial and decorative designs, as well as words and numbers, and may be in any shape or form, but shall not exceed one (1) square foot in area.

3303.H.5.j Location markers are permitted as ground signs which illustrate the historic core layout and list and locate the establishments therein. The sign shall not exceed four feet in height or width. They shall have a terra cotta red background with white letters or graphics. The location and number of these markers shall be determined by OHPAC.

3303.H.5.k Service signs shall only provide general public information to direct the way to such public places or facilities as information centers, historic places or structures, food, restrooms, telephones, emergency stations, plazas, village commercial area, etc. Service signs shall be permitted as wall or ground signs and shall be limited in number
and location. These signs may be combined and consist of a minimum of one panel and a maximum of four panels. The maximum height of a sign structure with panels shall be eight feet, with a maximum width of four feet. These signs shall have a terra cotta red background with white letters.

3303.H.6 HISTORIC CORE ENTRANCE MARKERS.

They shall be provided at significant historic core boundary points such as special intersections. These signs shall not exceed three feet in width or height. They shall have a terra cotta red background with white letters of American Uncial style.

3303.H.6.a Street signs shall convey the name of the street only, and comply with the guidelines herein. Standards or poles shall convey the unique historic character of the area.

3303.H.6.b Traffic safety signs shall be subject to the standards of City, State and Federal highways and shall be approved by OHPAC. Traffic sign standards shall be designed to convey the unique character of the historic area. They shall be inset in stucco finished materials.

3303.H.7 DESIGN STANDARDS

3303.H.7.a All requests for signs in excess of sixteen (16) square feet shall be accompanied by documentary evidence that signs of such size and advertising existed in the area during the early years that the mission was in operation. Signs must conform in size, shape, design, material, coloring, lighting and location to the period before the Civil War, unless associated with Heritage Park which is not subject to this criteria.

3303.H.7.b Historic markers are subject to review and approval of locations and number by OHPAC.

3303.I NON-COMMERCIAL SIGNAGE

In each instance and under the same conditions as this chapter permits any sign, a sign containing an ideological, political or other non-commercial message and constructed to the same physical dimensions and characteristics shall be permitted.

3304 PROHIBITED SIGNS

Prohibited signs shall include, but are not limited to, the following:

3304.A Animated Signs.

3304.B Obscene signs.

3304.C Signs that physically obstruct or pose obstruction to vehicular or pedestrian travel.
3304.D Roof signs.

3304.E Abandoned signs.

3304.F Signs Misleading Traffic.

3304.G Illegal signs.

3304.H Offsite Commercial Signage (except kiosk program).

3304.I Signs displayed without Permission of Owner or Lessee.

3304.J Hazardous or unsafe signs.

3305 GENERAL SIGN STANDARDS

The following sign standards shall apply to all signage within the City.

3305.A SIGN AREA

Signage area shall be calculated by using the entire area contained within the frame, cabinet or fixture, including all ornamentation or decoration used to attract attention. In the case of pole signs, that area above the supporting column, provided such supporting column is not decorated or displayed with advertising. The area of signs painted on walls, individual letter signs, trough signs, and other directly illuminated signs, shall be calculated on the basis of the smallest rectangle, circle or spherical figure that will enclose the entire copy area of the sign. The area of any two or more faced signs or "V" type signs having any interior angle of more than 45 degrees (multi-faced signs) shall be the total area of all faces or panels. If all interior angles are 45 degrees or less, the greatest sized panel or face shall only be counted as the sign area.

3305.B HEIGHT

The height of any sign shall be the measurement from the top of the sign cabinet, including all ornamentation and supports, to the existing grade beneath the sign.

3305.C ILLUMINATION

Sign illumination shall be from interior light source contained within the sign cabinet. Indirect exterior illumination shall be permitted provided the light source is entirely shielded from view. Such signs shall comply with the following provisions:

3305.C.1 No sign shall be illuminated by an exposed light source visible from any public street or residential property. Neon tubing shall be allowed on a limited basis only if it is made an integral part of the sign design and computed within the sign area and only with the approval of a Comprehensive Sign Package.

3305.C.2 No sign shall employ strobe lights, or any other light source that pulsates, blinks, or flashes.
3305.C.3 No sign shall employ the use of mirrors or any other highly reflective surfaces so as to direct or reflect any natural or artificial light onto any public right-of-way or adjoining property.

3305.C.4 Halo or back lighting shall only be allowed if it is counted as part of the total sign area and only with the approval of the Planning Director.

3305.D SIGN MAKER IDENTIFICATION
All signs must have the sign owner’s name, address and telephone number conspicuously and permanently attached on the exterior of the sign.

3305.E PLACEMENT OF SIGNS
Commercial signs, except where specifically allowed elsewhere within this Article, shall be placed on the site of the use which the sign is intended to identify. Signs shall not be placed or overhang on public property nor within the public right-of-way unless provided for elsewhere herein.

3305.F SIGN MAINTENANCE
All signs shall be kept in good repair at all times.

3305.G FLAGS
Flags are considered signage if not meeting the definition of “flag” in Section 3302.

3306 PROCEDURES FOR APPROVAL
All sign permit applications shall be consistent with the provisions of this Article and/or with an approved Comprehensive Sign Package. A Sign Installation Permit can be issued upon the completion of the steps in Section B below.

3306.A TYPES OF SIGN PERMITS

3306.A.1 SIGN INSTALLATION PERMIT. All signs consistent with this Article or an approved Comprehensive Sign Package may file directly with the Building Department for a Sign Installation Permit. All signs require a Sign Installation Permit except as listed below:

3306.A.1.a Temporary Signs in compliance with Section 3303.D of this Article.

3306.A.1.b Window Signs in compliance with Section 3303.A.6 of this Article.

3306.A.1.c A-Frame and other portable signs in compliance with Section 3303.A.1.h of this Article.

3306.A.1.d Signage on single-family residential property in compliance with Section 3303.B.1 of this Article.
3306.A.1.e Signage less than 6 square feet on multi-family residential property in compliance with Section 3303.B.2 of this Article.

3306.A.1.f Incidental Signs in compliance with this Article. An exception from Sign Installation Permit requirements shall not be deemed to grant authorization for the installation of any sign not in compliance with all requirements of this Article, nor any provisions of the codes of the City of Oceanside. All signs that have an electrical system shall require a permit issued by the Building Director.

3306.A.2 COMPREHENSIVE SIGN PACKAGE

Buildings or building complexes containing three more uses shall be required to submit a Comprehensive Sign Package prior to the issuance of the first sign permit for the building complex. Such sign package shall be in conformance with the provisions of this Article, and shall be designed and constructed to meet all applicable codes. The sign package shall contain provisions that establish uniform color, size, location, types of signs, and lighting requirements and other requirements in order for safety and aesthetics to be considered.

3306.B APPROVING AUTHORITY. The following persons, departments, advisory or legislative bodies are entitled to approve or deny sign requests as follows:

3306.B.1 SIGN INSTALLATION PERMIT. The Building Director is authorized to issue a Sign Installation Permit upon receipt of documentation of approval from the Planning Director or the Redevelopment Director that said Sign Installation Permit Application complies with the provisions of this Article, and upon further documentation that the proposed sign installation complies with all applicable health and safety codes.

3306.B.2 COMPREHENSIVE SIGN PACKAGE. The Planning Director or the Redevelopment Director shall either approve or deny Comprehensive Sign Packages according to the provisions of this Article. The decision of the Planning Director or the Redevelopment Director is appealable to the Planning Commission, Community Development Commission, Harbor Board or City Council.

3306.C PUBLIC HEARING PROCESS

Any application to consider an appeal of a Comprehensive Sign Package shall be heard by the Planning Commission at a public hearing in accordance with the provisions of Article 46 of the Zoning Ordinance. A completed application form with the appropriate filing fees shall be filed with the Planning or Redevelopment Department. A decision by the Planning Commission is appealable to the City Council or Harbor Board pursuant to the provisions of Article 46 of the Zoning Ordinance, except the decisions of the Community Development Commission are final when acting as the Planning Commission.

3306.D ISSUANCE OR DENIAL

The Planning Director, or whomever is charged with permitting a particular signage,
shall, within forty-five (45) days of the filing of a complete permit application, approve and issue the permit if the standards and requirements of this Article have been met, unless the time is mutually extended by the parties. Otherwise, the permit shall be denied. Judicial review of a decision denying the permit shall be made by a petition for a writ of administrative mandamus filed in Northern San Diego County Superior Court. If prompt judicial review of the decision denying the application is desired by the applicant, the applicant shall also file an application for a preemtory writ in the first instance, which shall be heard and decided within sixty (60) days from the date of the filing and service of the application.

3307 NON-CONFORMING SIGNS

3307.A INTENT
It is the intent of this Section to encourage and promote compliance of existing signs with the provisions of this Article and the eventual elimination of non-conforming signs. The achievement of full compliance of all signs with the provisions of this Article is as important as is the prohibition of new signs that would violate these regulations. If the sign is one defined by the Outdoor Advertising Act, section 5499.1, it shall be abated following notice and hearing procedures required by Section 5499.1 et seq. of the Business and Professions Code.

3307.B LEGAL NON-CONFORMING SIGNS
Every on-site sign becoming non-conforming as a result of this Article shall not be required to be removed, except as provided for in California Business & Professions Code sections 5492, 5493, 5495, and 5497. An existing sign which was constructed in accordance with the ordinances and other applicable laws in effect on the date of construction and has a current and valid sign permit but becomes non-conforming by adoption of this Article or other regulation will be allowed within the amortization period unless any of the following occurs:

3307.B.1 The sign structure is altered which makes the sign less in compliance with the requirement of this code than it was before the alteration; or

3307.B.2 The sign structure is relocated to a different location on the site or lot, making it less in compliance with the requirement of this code.

3307.B.3 The sign or sign structure is replaced (excluding change of copy). On the happening of any one of 1, 2 or 3 above, the sign shall be immediately brought into compliance with this code with a new permit secured, or shall be removed within 48 hours.

3307.C SIGN REMOVAL
Every legal off-site sign becoming non-conforming as a result of this ordinance may be removed in accordance with the provisions of California Business & Professions Code sections 5412, 5412.1, 5412.2, and 5412.3. All illegal signs listed below shall be forthwith removed by the owner or by the City with 48 hours notice to the owner.
3307.C.1 A sign which was legal but nonconforming that becomes illegal and nonconforming by the occurrence of B1, B2, or B3 above.

3307.C.2 Any illegal sign.

3307.C.3 A non-conforming sign which has exceeded its authorized amortization period.

3307.C.4 An abandoned sign.

3307.C.5 A display existing without permission of owner or lessee.

3307.D AMORTIZATION PERIOD
All legal non-conforming signs shall have a useful life and legal life of fifteen years, calculated from the date of adoption of the regulation making it nonconforming or upon the date of a court order deeming the regulation unconstitutional. Upon expiration of the sign amortization period, the sign shall be removed by the owner without compensation. Upon determination that a sign is nonconforming, the Enforcement Officer will issue written notice to the owner or user of the sign or to the owner of the property on which the nonconforming sign is located, requiring conformance or removal therefor if unable to conform. If, after a reasonably diligent attempt to serve written notice, the owner and user have not received notice, then the City must either post the notice or publish the notice in a local newspaper which is customarily used for notice by the City. If the sign remains thereafter, the City may proceed with abatement procedures or other legal methods, with such costs of removal by the City to be charged against the owner. Nothing in this Article shall preclude any owner or user from voluntarily conforming a nonconforming sign at any time prior to the expiration of the amortization period.

3307.E EMINENT DOMAIN
Any signage that becomes subject to eminent domain proceedings shall be considered eligible for relocation assistance only, as provided in Section 72620 et seq. of the Government Code.

3308 ENFORCEMENT
Any violations of this Article shall be subject to the enforcement remedies and penalties provided by this Article, the Oceanside Zoning Ordinance, the Oceanside City Code and by state and federal law. Each sign and each day is subject to separate misdemeanor violations when applying penalties. It shall be a misdemeanor to install, erect, fail to remove, or maintain any sign without a permit if a permit is required by this Article. It shall also be a violation to install, erect, fail to remove, or maintain any sign in violation of this Article. Enforcement may be pursued by criminal penalties of up to 6 months in jail and or a fine of up to $1,000, nuisance abatement, injunction, or other remedies available by law. All such penalties may be cumulative.

3308.A CRIMINAL ENFORCEMENT
It is illegal to use, occupy or maintain signs in violation of this Article. Any violation or
failure to comply with the provisions of this Article shall render a person guilty of a misdemeanor each day the violations exist, and any such person shall be punished in accordance with the provisions of Chapter 1 of the Code of the City of Oceanside or other remedies provided by law.

3308.B ADMINISTRATIVE REMEDIES
In addition to the criminal penalties prescribed in Section 3308.A., other remedies, as prescribed in Oceanside Code Section 17.14 may be imposed for violations of this Article.

3308.C ABATEMENT

3308.C.1 NUISANCE ABATEMENT.
Signs not in compliance with this Article may be declared to be a public nuisance, and be abated in accordance with the requirements of Oceanside City Code Chapter 17, Article I.

3308.C.2 SUMMARY ABATEMENT.
Signs located in the public right-of-way which are not in compliance with this Article may be declared to be a public nuisance subject to summary abatement by the Enforcement Officer. In addition to any criminal or civil penalties prescribed by law, the actual costs of abatement of such signs shall become a debt owed to the City by the person responsible for or causing placement of the sign. Said debt shall be subject to cost recovery in.

3308.C.3 SIGN MAINTENANCE.

All signs shall be kept in good repair at all times or shall be subject to the following:

3308.C.3.a If the sign is not under repair or repaired within 30 days after notification period has elapsed, the owner and/or user of the sign will be guilty of an infraction, and the enforcement officer will issue a citation. Fines assessed will be in accordance with the Oceanside Municipal Code.

3308.C.3.b If the sign is not repaired within 30 days of the first violation, a second violation will be issued to the owner and/or user of the sign and will continue to be assessed each day thereafter until the sign is repaired.

3308.C.4 HAZARDOUS OR UNSAFE SIGNS
The Enforcement Officer, upon identification of a hazardous or unsafe sign, shall give written notice to the property owner and/or party responsible for the sign of the condition or conditions which render the sign hazardous or unsafe, and an order to abate the public nuisance caused by the existence of the hazardous or unsafe sign. The Enforcement Officer will determine an appropriate time period for abatement of the public nuisance based on the degree of hazard. At the expiration of the time period, if the hazard has not been voluntarily abated, the Enforcement Officer shall proceed to
abate the nuisance in accordance with the procedures contained in Oceanside City Code Chapter 17, Article I.

3308.D RIGHT OF ENTRY
When it is necessary to make an inspection to enforce the provisions of this Article, or when the Enforcement Officer has reasonable cause to believe that there exists any sign or a condition which makes such sign unsafe, abandoned, illegal or nonconforming, the Enforcement Officer may petition the Court to enter the lot, building, or premises on which such sign is located at all reasonable times to inspect the sign or to perform any duty imposed by this Article.

3308.E NOTICE
For purposes of this Section, written notification deposited in the U.S. Mail, of personal delivery, or posting, or publication in a local newspaper shall constitute proper notice.

3309 SEVERABILITY
If any section, sentence, clause or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have passed this ordinance and adopted this Ordinance and each section, sentence, clause or phrase thereof, irrespective of the fact that any one or more section, subsections, sentences, clauses or phrases be declared invalid or unconstitutional.

EMERGENCY ORDINANCE

ORDINANCE NO.****************

AN INTERIM URGENCY ORDINANCE OF THE COUNTY OF RIVERSIDE PLACING A MORATORIUM ON THE ESTABLISHMENT OF OUTDOOR ADVERTISING DISPLAYS AS DEFINED IN SECTION 19.2 OF RIVERSIDE COUNTY ORDINANCE NO. 348

The Board of Supervisors of the County of Riverside does ordain as follows:

SECTION 1. Moratorium. In order to protect the public health, safety and welfare and pursuant to the provisions of Government Code Section 65858, a moratorium is hereby placed on the following:

The establishment of any Outdoor Advertising Display as defined in Riverside County Ordinance No. 348, Section 19.2, subdivision a and the acceptance of applications for, or the issuance of, permits for any Outdoor Advertising Display.

SECTION 2. Declaration of Urgency. This urgency is based on the following facts:
a. There is a current and immediate threat to the public health, safety and welfare arising from the issuance of permits for Outdoor Advertising Displays within the County due to the creation of hazards to traffic safety and esthetic harm caused by Outdoor Advertising Displays.

b. The United States Supreme Court has recognized that Outdoor Advertising Displays are "real and substantial hazards to traffic safety" and "by their nature ... can be perceived as an 'esthetic harm'" (Metromedia, Inc. V. San Diego (1981) 453 US 490, ).

c. The California Court of Appeal has acknowledged that esthetic harm detrimentally affects the public health and is sufficient to justify an urgency ordinance (Crown Motors v. City of Redding (1991) 232 Cal.App.3d 173, 178-180).

d. The absence of any regulation on Outdoor Advertising Displays could result in their proliferation along scenic corridors and in residential areas. The presence of Outdoor Advertising Displays in inappropriate areas can destroy view sheds, diminish property values and detrimentally affect the quality of life.

e. The absence of standards for the construction and location of Outdoor Advertising Displays can endanger the public, distract drivers, create confusion and foster a negative image of the County on the part of the traveling public.

f. The County has recently been served in a lawsuit seeking to invalidate the County’s Ordinance regulating Outdoor Advertising Displays (Outdoor Media Group v. County of Riverside, Eastern Dist. No. ).

g. The County of Riverside requires time to decide:

1) The adequacy of the County’s ordinance regulating Outdoor Advertising Displays in light of recent Federal and State Court decisions rendered on the subject.

2) If the public health, safety and general welfare would be better served by alternative regulations for Outdoor Advertising Displays and whether the ordinance should be modified or replaced.

SECTION 3. Exceptions. This ordinance shall not apply to the establishment of Outdoor Advertising Displays whereunder the County’s existing ordinances prior to the effective date of this ordinance, either a permit was not required or a permit was duly issued by the County.

SECTION 4. County Counsel. County Counsel is directed to provide a written report to the Board at least ten days prior to the expiration of this ordinance, describing the measures taken to alleviate the condition that led to the adoption of this ordinance.

SECTION 5. Effective Date. This ordinance shall become effective immediately upon the date of its adoption pursuant to Government Code Section 65858.
SECTION 6. Expiration. This moratorium shall be of no further force or effect upon the expiration of forty-five (45) days from the date of adoption, unless extended in accordance with Government Code Section 65858.

SECTION 7. Severability. If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications, and the provisions of this ordinance are declared to be severable.

BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

By /s/
Chairman, Board of Supervisors

ATTEST:

GERALD A. MALONEY
Clerk of the Board