

ORDINANCE NO. 2024-06-1549

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIGNAL HILL, CALIFORNIA, APPROVING ZONING ORDINANCE AMENDMENT 24-02, AMENDING CHAPTER 20.58 SIGNS OF TITLE 20 OF THE SIGNAL HILL MUNICIPAL CODE FOR CONSISTENCY WITH STATE AND FEDERAL LAWS BY REMOVING LANGUAGE PERTAINING TO SIGN CONTENT, ELECTION SIGNS, PUBLIC INFORMATION SIGNS, AND ADDING REGULATIONS FOR TEMPORARY NON-COMMERCIAL SIGNS, CITYWIDE; AND FINDING THE ACTION TO BE EXEMPT FROM CEQA

WHEREAS, Chapter 28.58 of Title 20 of the Signal Hill Municipal Code (SHMC) provides for sign standards for all signs Citywide; and

WHEREAS, the City proposes to amend SHMC Chapter 28.58 of Title 20 to be consistent with State and Federal Laws; and

WHEREAS, pursuant to Government Code Section 65855 and SHMC Chapter 20.86, entitled “Amendments,” the subject Zoning Ordinance Amendment is properly a matter for Planning Commission review and recommendation for City Council adoption; and

WHEREAS, on May 21, 2024, a duly noticed public hearing was held before the Planning Commission, and all interested parties were given an opportunity to be heard regarding the Zoning Ordinance Amendment; and, following the hearing’s completion, the Planning Commission adopted Resolution 878-05-21, recommending to City Council approval of the ZOA and finding the action to be exempt from CEQA; and

WHEREAS, on May 31, 2024, notice of City Council public hearing regarding the proposed project was published in the Signal Tribune newspaper; and was posted in accordance with SHMC section 1.08.010; and

WHEREAS, on June 11, 2024, a public hearing was held before the City Council, and all interested parties were given an opportunity to be heard regarding the proposed project; and

WHEREAS, based upon Staff's review and assessment, the proposed ordinance is exempt from the California Environmental Quality Act (CEQA) in accordance with State CEQA Guidelines, section 15601 (b)(3) (Common Sense Exemption) of the State CEQA Guidelines (Chapter 3 of Division 6 of the California Code of Regulations); and

WHEREAS, evidence was heard and presented from persons in favor of the application, from persons opposed to the application, and from members of the City Staff; and that the City Council having heard and received all of said evidence, testimony and statements and being fully of the application, approves Ordinance No. 2024-06 approving Zoning Ordinance Amendment 24-02.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Signal Hill, California, hereby ordains as follows:

Section 1. Recitals. The facts set forth in the recitals of this Ordinance are true and correct and incorporated by reference. The recitals constitute findings in this matter and, together with the staff report and other information contained in the record, are an adequate and appropriate evidentiary basis for actions taken in this Ordinance.

Section 2. General Plan Consistency. Pursuant to California Government Code Section 65855, and based on the entire record before the City Council, including all written and oral evidence presented to the City Council, the City Council hereby finds that ZOA 24-02 is consistent with the General Plan because it is consistent with the following Goals and Policies of the Signal Hill General Plan:

LAND USE ELEMENT GOAL 4 – Ensure that future land use decisions are the result of sound and comprehensive planning.

Land Use Policy 4.5 – Foster inter-governmental cooperation and coordination in order to maximize the effectiveness of land use policies.

Finding regarding Policy 4.5 – The amendments to the Sign Ordinance would make the Ordinance consistent with State and Federal laws.

Section 3. CEQA Exemption. The Planning Commission hereby finds, in the exercise of its independent judgement and analysis, that the proposed Ordinance is exempt from State CEQA Guidelines, the proposed zone text amendment is a project subject to the California Environmental Quality Act (CEQA) and qualifies for an exemption from CEQA pursuant to Section 15061(b)(3) (Common Sense Exemption) of the State CEQA Guidelines (Chapter 3 of Division 6 of Title 14 of the California Code of Regulations). The activity is covered by the Common Sense Exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Zoning Ordinance Amendment 24-02 to the Signal Hill Municipal Code (SHMC), Chapter 20.58 (Signs) would make the Sign Ordinance consistent with State and Federal Laws. In addition, changes to Sign Ordinance would clarify the requirements for certain signs and provide formatting and organizational updates. There is no possibility that the proposed change to the zoning code may have a significant effect to the environment, therefore the activity is not subject to CEQA. No special circumstances exist that the proposed change would create a significant adverse effect on the environment. Future proposed development will be assessed individually to ensure CEQA is applied accordingly to each project. A Notice of Exemption has been completed and will be filed in compliance with CEQA and CEQA Guidelines.

Section 4. Severability. If any section, subsection, subdivision, paragraph, sentence, clause or phrase of this Ordinance, or any part thereof, is for any reason held to be unlawful, such decision shall not affect the validity of the remaining portions of this Ordinance or any part thereof. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase thereof, irrespective of the fact that any one or more section, subsection, subdivision, paragraph, sentence, clause or phrase be declared unlawful.

NOW, THEREFORE, BE IT FURTHER ORDAINED, that the City Council of the City of Signal Hill, California, does hereby recommend City Council approval of Zoning Ordinance Amendment 24-02, as follows:

Section 1. That SHMC Title 20 Chapter 20.58 “SIGNS” be amended as follows:

Chapter 20.58

SIGNS*

Sections:

- 20.58.010 Purpose.
- 20.58.020 Permits required.

<u>20.58.030</u>	Sign permit procedures.
<u>20.58.040</u>	Required findings.
<u>20.58.050</u>	Definitions.
<u>20.58.060</u>	Signs in residential districts.
<u>20.58.070</u>	Signs in commercial and industrial districts.
<u>20.58.080</u>	Temporary signs.
<u>20.58.090</u>	Outdoor advertising structures.
<u>20.58.110</u>	Signs in public right-of-way.
<u>20.58.120</u>	Exempt signs.
<u>20.58.130</u>	Prohibited signs.
<u>20.58.140</u>	General conditions.
<u>20.58.150</u>	Enforcement--Removal of signs.

* Prior ordinance history: Ord. 87-08-993.

20.58.010 Purpose.

A. The purpose of this chapter is to regulate signs as to their design, location, number, and construction in order to provide a forum for dissemination of information consistent with local land uses, as well as establishing aesthetic traffic and safety standards for the preservation and maintenance of the public health, safety and welfare of the citizens of the city, and also to assist in providing necessary public services, particularly emergency services.

B. The following sign regulations are intended to promote, preserve and maintain the public health, safety and welfare by:

1. Regulating the number and size of signs according to standards consistent with the types of establishments operating in each zoning district.
2. Maintaining and enhancing the quality of the city's appearance by avoiding sign clutter and encouraging the coordination of signage on multiuse/multitenant sites.
3. Providing each sign user an opportunity for effective identification by allowing sufficient sign area and number of signs without visually dominating the site.
4. Establishing procedures for the submittal and processing of sign plans in a timely, organized manner.
5. Establishing procedures for the enforcement of sign regulations and removal of illegal signs.

20.58.020 Permits required.

The following permit requirements shall apply to all signs:

A. Except as otherwise provided in this chapter, no sign shall be painted, erected, installed, constructed, relocated, replaced or altered except as provided by this chapter and until a sign permit has been issued by the Community Development Department.

B. Where signs are to be illuminated in any manner, a separate electrical permit issued by the building department shall be obtained.

20.58.030 Sign permit procedures.

The following procedures shall apply to anyone wishing to paint, erect, install, construct, relocate, replace or alter any sign for which, under this chapter, a sign permit is required:

A. All sign plans shall be treated as a site plan and design review application and shall be processed in uniformity with the provisions of Chapter 20.52, Site Plan and Design Review, including those for notice and warning, except as otherwise provided in this chapter.

B. The approving body of a sign plan application shall be as follows:

1. Review by the Planning Commission and City Council. For any development project requiring a Conditional Use Permit from the Planning Commission and City Council in accordance with Chapter 20.64, a sign plan or comprehensive sign program, if required pursuant to Section 20.58.070(A), shall be reviewed and approved, conditionally approved or denied by such bodies in conjunction with consideration of the conditional use permit application. Modification(s) to any sign plan or comprehensive sign program approved or conditionally approved under this subsection shall be reviewed and approved, conditionally approved or denied by the Planning Commission. If the Planning Commission approves or conditionally approves the modification, a City Council hearing shall be scheduled in accordance with Section 20.64.080.

2. Review by the Planning Commission. For any development project requiring a Site Plan and Design Review approval by the Planning Commission in accordance with Chapter 20.52, a sign plan or comprehensive sign program, if required pursuant to Section 20.58.070(A), shall be reviewed and approved, conditionally approved or denied by the Planning Commission in conjunction with consideration of the site plan and design review application. Modification(s) to any sign plan or comprehensive sign program reviewed and approved or conditionally approved under this subsection shall be reviewed and approved, conditionally approved or denied by the Planning Commission.

3. Review by the Community Development Director. For any other development project not subject to subdivisions 1 and 2 of this subsection, for the installation of new signs or modification of existing signs not involving a development project, or for the installation of new signs or modification of existing signs at a project with an approved comprehensive sign program, the sign plan shall be reviewed and approved, conditionally approved or denied by the Community Development Director or the director's designated representative.

4. Appeals. Appeals shall be subject to the procedures contained in Chapter 20.52, Site Plan and Design Review, except that a sign plan or comprehensive sign program in conjunction with a conditional use permit application shall be subject to the appeal procedures of Chapter 20.64.

C. Application and submittal requirements for a sign plan application shall be as follows:

1. Review by the Community Development Director. The applicant shall submit a completed building permit application form provided by the Community Development Department, and electronic plans containing the information required under Subsection D of this section.

2. Review by the Planning Commission and/or City Council. The applicant shall submit a completed building permit application and a completed application worksheet on forms provided by the Community Development Department. The applicant shall also submit electronic plans containing the information required under Subsection D of this section.

D. A sign plan or comprehensive sign program shall include the following information:

1. Fully dimensioned and scaled site plan, including the following:
 - a. Name, address and phone number of applicant, property owner and architect/designer;
 - b. The correct legal description, including the assessor's parcel number;
 - c. Lot dimensions;
 - d. Footprints of all buildings and structures on-site including the location of entrance doors to the structures;
 - e. Off-street parking areas, driveways and curb cuts;
 - f. Names and locations of adjacent streets; and
 - g. Location of all existing and proposed signs.
2. Fully dimensioned and scaled building or wall elevation(s) showing any proposed building or wall sign(s), including the following:
 - a. Linear distance of business frontage (for sign plans) or building frontage (for comprehensive sign programs);
 - b. Location of all windows and doors;
 - c. Height of building; and
 - d. Location and dimensions of sign(s).
3. Fully dimensioned and scaled detail of proposed sign(s), including the following:
 - a. Total sign area including total square footage calculation(s);
 - b. Colors and materials for all portions of the sign and sign copy;
 - c. Actual sign copy (if known);
 - d. Letter style and height;
 - e. Logo detail (if any);
 - f. Lighting details including electrical plans (if any);
 - g. Structural details and calculations (if required); and
 - h. Mounting details.
4. Any other information pertinent to the application as may be required by the Community Development Director or approving body.

E. The Community Development Department shall collect fees as such as the City Council may by resolution establish from time to time.

20.58.040 Required findings.

A comprehensive sign program or sign plan shall only be approved if the following findings are made:

A. All signage shall be consistent with the provisions of Chapter 20.52, Site Plan and Design Review and the provisions of this chapter.

B. All signage shall be consistent and compatible with the visual image and architectural design of the overall project it is intended to serve.

C. Sign scale shall be kept in proportion with other aspects of a given development as well as surrounding development.

D. Signage of individual businesses or property owners shall not conflict with or interfere visually with other signage on-site, and to the extent feasible, signage off-site.

E. All signage materials shall be selected for durability, wear characteristics, ease of maintenance and initial beauty.

20.58.050 Definitions.

For the purpose of carrying out the intent of this chapter, words, phrases and terms shall be deemed to have their normal and generally accepted meaning except as otherwise specified in this section.

1. "Abandoned sign" means the face, frame and supporting members of a sign which pertains to a business, tenant or occupant that has vacated the premises for a period not exceeding thirty consecutive days.

2. "Advisory sign" means a sign which indicates only the address, phone number, the hours of operations and emergency information for a business and may indicate whether the business is open or closed.

3. "Aerial sign" means any sign or object which is inflatable and/or designed to be flown such as balloons, dirigibles or kites and is used to attract attention to a commercial enterprise. These signs are prohibited in all zoning districts.

4. "Animated sign" means any sign which uses movement or change of lighting to depict action or to create a special effect or scene, except electronic message centers, which shall not be considered as animated signs. Animated signs are prohibited in all zoning districts.

5. Area.

a. "Area of a sign" means the entire area within a single continuous perimeter composed of either a square or rectangle which encloses the extreme limits of writing, representation, emblem, or any figure or similar character, together with frame, background area of sign, structural trim or other material or color forming an integral part of the display or used to differentiate such sign from the background against which any such sign is placed.

b. "Area of a ground sign" means the entire area within a single continuous perimeter composed of either a square or rectangle which encloses the extreme limits of writing, representation, emblem, or any figure or similar character, together with frame, background area of sign, structural trim or other material or color forming an integral part of the display including any architectural embellishments except for roof elements.

6. "Awning" means a shelter projecting from and supported by the exterior wall of a building constructed of nonrigid materials over a supporting framework.

7. "Awning sign" means a sign painted or printed on the surface of an awning.

8. "Banner sign" means a flag, pennant or sign made of fabric or any nonrigid material attached to any structure, pole or line, except that official flags of a governmental entity shall not be considered as signs or banner signs.

9. "Bench sign" means any sign which is placed or erected on an immobile seat for two or more persons. These signs are prohibited in all zoning districts.

10. "Billboard" means any sign erected or maintained for advertising purposes that communicates a message related to an activity conducted, a service rendered, or a commodity sold at a location other than where the sign is located, except signs listed as exempt from requiring a sign permit pursuant to Section 20.58.120 shall not be considered as billboards. Billboards are prohibited in all zoning districts.

11. "Building identification sign" means a sign whose copy is limited to the name and address of a multifamily residential building.

12. "Business identification sign" means an on-site sign which serves to identify only the business name, lawful use of the individual business and business logo and sets forth no other copy.

13. "Construction sign" means a sign identifying a future occupant and the architect, contractor, subcontractors and other person(s) participating in construction on the property on which the sign is located, providing an address and telephone number(s) for notification purposes as necessary.

14. "Comprehensive sign program" means a plan for project and business signs at a commercial or industrial project. Comprehensive sign programs are developed so as to coordinate signs at a site and integrate signs with building design.
15. "Copy" means any words, letters, numbers and logos incorporated into a sign.
16. "Curbside residence identification sign" means a sign painted on the face of a curb in front of a dwelling unit which identifies the address of the unit.
17. "Directional sign" means an on-premises sign giving directions, instructions or facility information, and which does not contain the name or logo of a business or project or advertising copy. Examples of directional signs include parking, exit and entrance signs.
18. "Double-faced sign" means a sign with two faces in a single cabinet each intended to be viewed from opposite directions. These signs shall be considered as one sign for the purposes of this chapter.
19. "Electronic message center" means a sign on which the copy changes automatically on a lampbank or through mechanical means. Electronic message centers are permitted only when attached to an outdoor advertising structure or government sign. The illumination of an electronic message center is not considered a flashing or animated sign as defined in this chapter.
20. "Face of sign" means the exposed surface of a sign on which the copy is placed.
21. "Flashing sign" means a sign which contains an intermittent or sequential flashing light source used primarily to attract attention including animated signs or signs which, through reflection or other means, create an illusion of flashing or intermittent light, except electronic message centers shall not be considered as flashing signs. Flashing signs are prohibited in all zoning districts.
22. "Frontage, business" means the linear extent of a tenant space which an individual business occupies that fronts on either a street or parking area and is used as the basis for determining the maximum sign area and numbers of signs an individual business is allowed.
23. "Government sign" means any sign of a temporary or permanent nature erected and maintained by the city, for traffic direction, special event advertisement or for designation of or direction to any property, or facility.
24. "Ground sign" means a sign supported by one or more uprights, posts, or braces placed in or upon the ground which are not part of, or attached to, a building.

25. "Height (awning, building or wall sign)" means vertical distance measured from the highest point of the sign copy, including decorative embellishments, to the lowest point, including decorative embellishments.

26. "Height (of a ground sign)" means the vertical distance measured from the highest point of the sign, including decorative embellishments, but excluding roof elements, to the grade of the adjacent street.

27. "Illegal sign" means any sign placed without proper government approval and/or permits as required by the city at the time such sign was placed.

28. "Illumination (of a sign)" means the light source of a sign which has characters, letters, figures, designs, logos, pictures or outlines illuminated by a source of energy, directly or indirectly, in order to make the sign visible. This definition shall include internally and externally lighted signs and reflectorized, glowing, and radiating signs.

29. "Light bulb string" means a continuous row of three or more light bulbs of any size or wattage attached to a flexible or inflexible wire or cable. Light bulb strings are prohibited in all zones except when used as temporary decorative holiday lighting or as festive lighting for legally permitted temporary tree or pumpkin lots.

30. "Logo" means a trademark or company name or symbol commonly used on business cards and company stationery identifying a business, not including slogans or other advertising.

31. "Maintenance (of signs)" means the cleaning, painting, repair or replacement of parts of a sign in a manner that does not alter the basic copy, design, size or structure of the sign.

32. "Memorial sign" means a sign or plaque, memorializing a person, or an historical event, structure, use or site, installed by a recognized governmental or historical agency.

33. "Model home complex directional sign" means a temporary sign which directs traffic to the model home(s) related to a recognized subdivision consisting of ten or more dwelling units.

34. "Model home identification sign" means a temporary sign identifying a model home at a recognized subdivision consisting of ten or more dwelling units.

35. "Nonconforming sign" means any sign which was erected legally but which does not comply with subsequently enacted sign restrictions and regulations.

36. "Off-site sign" means a sign advertising an establishment, merchandise, service, or entertainment which is not sold, produced, manufactured, or furnished at the property on

which said sign is located. Off-site signs, except for open house directional signs and public information signs, are prohibited in all zoning districts.

37. "Open house sign" means a sign which identifies a building for sale or lease which is open and available for inspection.

38. "Open house directional sign" means a sign which directs traffic to a building for sale or lease which is open and available for inspection.

39. "Outdoor advertising structure" means any sign, other than a business identification sign, located within fifty feet of the right-of-way of any landscaped freeway which advertises goods manufactured, produced, or sold, or services rendered, on the property upon which such sign is located, consistent with the intent of Sections 5273 and 5404 of the California Business and Professions Code, and which, based upon the determination of the Community Development Director, is intended to provide primary visibility to freeway motorists.

40. "Pole sign" means a sign, other than an outdoor advertising structure, which is mounted upon one or more poles, posts, or columns so that the bottom edge of the sign face is three feet or more above the grade beneath the sign. Pole signs are prohibited in all zoning districts.

41. "Portable sign" means any sign capable of being carried or readily moved from one location to another, including, but not limited to an "A-frame"; "sandwich sign"; sign on wheels, or a sign which leans on a stationary object, building or structure. This definition shall not include temporary signs as defined in this chapter. Portable signs are prohibited in all zoning districts.

42. Project. See "Site."

43. "Project identification sign" means a sign which identifies the name of a multifamily residential complex or a shopping center, business park or other commercial or industrial project containing two or more tenants.

44. "Real estate sign" means a sign advertising the sale, lease or rent of the property upon which it is located, and the identification of the person or firm handling such sale, lease or rent.

45. "Residence identification sign" means a sign which identifies the name(s) of occupants and the address of a dwelling unit.

46. "Roof sign" means an attached sign constructed upon or over a roof, or placed so as to extend above the visible roofline. These signs are prohibited in all zoning districts.

47. "Rotating sign" means a sign in which the sign itself or any portion of the sign moves in a revolving manner. Such motion does not refer to methods of changing copy on electronic message centers. Rotating signs are prohibited in all zoning districts.

48. "Sign" means any structure, housing, device, figure, statuary, painting, display, message placard, or other contrivance, or any part thereof, which is designed, constructed, created, engineered, intended or used to advertise, or to provide data or information in the nature of advertising, for any purpose.

49. Sign, area of a. See "Area."

50. "Sign copy" means any words, letters, numbers, and logos incorporated into a sign.

51. "Sign structure" means any structure which supports any sign.

52. "Site" means one or more parcels of land identified by the assessor's records. Where an integrated building development has been approved or proposed, the site shall include all parcels of land contained within or a part of the development application. An integrated building development shall include all parcels served by common accessways, driveways, parking and landscaping.

53. "Site (street) frontage" means the length of lot or parcel of land along or fronting on a street.

54. "Subdivision/multifamily residential directional sign" means a temporary sign which directs traffic to a recognized subdivision, apartment or condominium complex.

55. "Subdivision/multifamily residential project identification sign" means a temporary sign identifying a recognized subdivision, apartment or condominium complex.

56. "Temporary sign" means any sign intended to be displayed for a limited period of time.

57. "Temporary non-commercial sign" means any noncommercial sign intended to be displayed for a limited period of time that is not permanently affixed to a building or structure.

58. "Tenant directory sign" means a sign identifying no more than six individual tenants at a commercial or industrial project.

59. "Trespassing sign" means a public information sign which contains the following copy only, "No Trespassing."

60. "Use" means the purpose for which land or a building is lawfully occupied, arranged, designed or intended, or for which either land or a building is or may be occupied or maintained.

61. "Vehicle sign" means a sign which is attached to or painted on a vehicle which is parked on or adjacent to any site, the principal purpose of which is to attract attention to a product sold or an activity or business located on such site.

62. "Wall sign" means a sign attached to or erected on the exterior wall of a building or structure with the exposed face of the sign in a plane parallel to the plane of the exterior wall.

63. "Window sign" means any sign attached, painted or pasted, either in a permanent or temporary fashion, on the interior or exterior of a window and intended to be viewed from the outside.

20.58.060 Signs in residential districts.

The standards set forth below shall apply to signs in all districts designated as residential on the official zoning map, except for the Commercial Residential (CR) district. Signs in residential districts, unless otherwise exempted in this chapter, shall require sign permits consistent with Section 20.58.020 and shall be subject to the findings required in Section 20.58.040. Signs in excess of the listed standards shall be prohibited.

A. Project Identification. The owner of a multi-structure apartment project or the developer or homeowner's association of a multi-structure condominium project shall be eligible to install project identification signs as follows:

Location: Building, wall or ground
Maximum number: 1 per street frontage, up to 2 per project
Maximum area: 20 square feet
Maximum height: 3 feet
Permitted copy: Project name, address and logo
Other standards: May not be internally illuminated

B. Building Identification. The owner of an apartment project or the developer or homeowner's association of a condominium project shall be eligible to install building identification signs as follows:

Location: Building, wall or ground
Maximum number: 1 per building
Maximum area: 12 square feet
Maximum height: 3 feet
Permitted copy: Building name and address
Other standards: May not be internally illuminated

C. Temporary Signs. See Section 20.58.080(A).

20.58.070 Signs in commercial and industrial districts.

The standards set forth below shall apply to signs in all commercial and industrial districts, including the Commercial Residential (CR) district. Signs in

commercial and industrial districts, unless otherwise exempted in this chapter, shall require sign permits consistent with Section 20.58.020 and shall be subject to the findings contained in Section 20.58.040. Signs in excess of the listed standards shall be prohibited.

A. Comprehensive Sign Programs.

1. Construction of new commercial or industrial projects which are ten thousand square feet or larger in gross floor area shall include a comprehensive sign program to be reviewed by the Planning Commission in conjunction with the project's Site Plan and Design Review application.

2. Construction of new commercial or industrial projects which are less than ten thousand square feet in gross floor area but are intended to include or could accommodate two or more businesses shall include a comprehensive sign program to be reviewed by the Community Development Director in conjunction with the project's Site Plan and Design Review application.

3. The standards included in a comprehensive sign program may be more restrictive than those prescribed in this chapter, but shall not be less restrictive, unless an exception consistent with Subsection D of this section is granted by the Planning Commission. All signs installed at the project with an approved comprehensive sign program shall adhere to the requirements of the approved comprehensive sign program.

B. Project Signs. General standards for project signs are as follows:

1. Project Identification. The developer or owner(s) of any multitenant project over ten thousand square feet in gross floor area shall be eligible to install project identification signs as follows:

a. Location: Wall or ground (may be located in required setback area except for corner cutoff as defined in Section 20.20.070 or where otherwise may obstruct line of site as determined by the city engineer)

b. Maximum number: 1 per driveway, up to 2 per project

c. Maximum area: 50 square feet

d. Maximum height: 6 feet

e. Permitted copy: Project name, address and project logo. Identification of individual tenants is prohibited.

2. Ground Sign. The developer, owner(s) and business owner shall be eligible to install a ground sign as follows:

a. Location: Ground (may be located in required setback area except for corner cutoff as determined in Section 20.20.070 or where otherwise may obstruct line of site as determined by the city engineer.)

b. Maximum number: 1 per tenant and no more than 2 per project with adequate spacing subject to community development director approval.

c. Maximum area: 36 square feet (excluding decorative roof elements).

d. Maximum height: 6 feet (excluding decorative roof elements).

e. Maximum letter height: 2 feet for signs with one line of copy and three feet for signs with two lines of copy (no one line may exceed two feet).

f. Permitted copy: Business name and logo, project name and logo, address, lawful use and names of up to 6 tenants. Slogans or any other advertisement are prohibited.

g. Other standards: Architectural elements reflecting the design of the building the sign serves shall be required, subject to Community Development Director approval. (See examples on file at Community Development Department.)

3. Directional. The developer or owner(s) of any project shall be eligible to install directional signs as follows:

a. Location: Wall or ground (ground sign may be located in required setback area except for corner cutoff as defined in Section 20.20.070 or where otherwise may obstruct line of site as determined by the city engineer)

b. Maximum number: 2 per project

c. Maximum area: 10 square feet

d. Maximum height: 3 feet

e. Permitted copy: Limited to general directions or instructions, such as "parking," "entrance," and "exit." Identification of project name or individual tenant(s) is prohibited.

C. Business Signs. General standards for business signs are as follows:

1. Wall Sign. A business owner or operator shall be eligible to install a wall sign as follows:

a. Location: Building wall or awning

b. Maximum number: 1 per tenant

c. Maximum area: Variable depending on linear distance of business frontage to which sign pertains. For business frontages of 20 feet or less, maximum area is 1 square foot for each linear foot of business frontage. For business frontages larger than 20 feet, maximum area is .7 square feet for each lineal foot of business frontage. Maximum area includes logo field, if any.

d. Maximum height: 2 feet for signs with one line of copy and three feet for signs with two lines of copy (no one line may exceed two feet.)

e. Permitted copy: Business name, lawful use and logo. Slogans or any other advertisement are prohibited.

f. Maximum logo field: 3 feet by 3 feet

2. Secondary Wall Sign. A business owner or operator shall be eligible to install a secondary wall sign if the business has at least two business frontages. Standards for secondary wall signs are as follows:

a. Location: Building, wall or awning

b. Maximum number: 1 per tenant

c. Maximum frontage: Variable depending on linear distance of business frontage to which sign pertains. For business frontages of 20 feet or less, maximum area is .75 square feet for each linear foot of business frontage. For business frontage larger than 20 feet, maximum area is .5 square feet for each lineal foot of business frontage. Maximum area includes logo field, if any.

d. Maximum height: 2 feet for signs with one line of copy and three feet for signs with two lines of copy (no one line may exceed two feet.)

- e. Maximum length: 20 feet
- f. Permitted copy: Business name, lawful use or logo. Slogans or any other advertisement are prohibited.

- g. Maximum logo field: 3 feet by 3 feet

3. Window Signs. A tenant of a project shall be eligible to install window signs as follows:

- a. Location: Window

- b. Maximum number: 1 per business front, up to 2

- c. Maximum area: 10 percent of window area

- d. Maximum height: Individual characters not to exceed 1 foot

- e. Permitted copy: Business name, lawful use, logo, address and phone number.

4. Temporary signs. See Section 20.58.080(B).

D. Exceptions. Project and business signs exceeding the standards prescribed in this chapter may be permitted for commercial projects located in the Commercial Town Center (CTC) zoning district or that are larger than fifty thousand square feet, subject to Planning Commission approval of a comprehensive sign program for the project. In permitting a comprehensive sign program which exceeds general standards, the Planning Commission shall, in addition to making the findings required under Section 20.58.040, determine that the proposed signs will not have an adverse impact on or detract from the design of the overall project it is intended to serve.

20.58.080 Temporary signs.

A. The standards set forth below shall apply to temporary signs in all residential districts, except for the Commercial Residential (CR) zoning district. Temporary signs in residential districts shall require sign permits consistent with Section 20.58.020 and shall be subject to the required findings contained in Section 20.58.040. Signs in excess of the listed standards shall be prohibited.

1. Subdivision/Multifamily Residential Project Identification Signs (On-Site).

- a. Projects with fewer than 50 units

- i. Location: Wall or ground

- ii. Maximum number: 2 per project

- iii. Maximum area: 32 square feet

- iv. Maximum height from grade: 10 feet

- v. Other standards:

- a) Planning Commission approval required.

- b) May not be illuminated.

- c) Must be located on-site.

- d) Removal of sign(s) required upon initial sale or lease of all units in the project.

- b. Projects between 50 and 200 units

- i. Location: Wall or ground

- ii. Maximum number: 4 per project

- iii. Maximum area: 50 square feet
- iv. Maximum height from grade: 12 feet
- v. Other standards:
 - a) Planning Commission approval required.
 - b) May not be illuminated.
 - c) Must be located on-site.
 - d) Removal of sign(s) required upon initial sale or lease

of all units in the project.

- c. Projects with more than 200 units
 - i. Location: Wall or ground
 - ii. Maximum number: 5 per project
 - iii. Maximum area: 2 can be up to 96 square feet
 - iv. 3 can be up to 50 square feet
 - v. Maximum height from grade: 14 feet
 - vi. Other standards:
 - a) Planning Commission approval required.
 - b) May not be illuminated.
 - c) Must be located on-site.
 - d) Removal of sign(s) required upon initial sale or lease

of all units in the project.

2. Subdivision/Multifamily Residential Directional Signs (On or Off-Site).

- a. Projects with fewer than 50 units
 - i. Location: Wall or ground
 - ii. Maximum number: 2 per project
 - iii. Maximum area: 6 square feet
 - iv. Maximum height from grade 4 feet
 - v. Other standards:
 - a) Planning Commission approval required.
 - b) May not be illuminated.
 - c) May be located either on or off-site. If off-site, written

approval of the owner of the property where the sign is to be located shall be required prior to issuance of sign permit.

- d) Removal of sign(s) required upon initial sale or lease

of all units in the project.

- b. Projects between 50 and 200 units
 - i. Location: Wall or ground
 - ii. Maximum number: 4 per project
 - iii. Maximum area: 24 square feet
 - iv. Maximum height from grade: 10 feet
 - v. Other standards:
 - a) Planning Commission approval required.
 - b) May not be illuminated.
 - c) May be located either on or off-site. If off-site, written

approval of the owner of the property where the sign is to be located shall be required prior to issuance of sign permit.

d) Removal of sign(s) required upon initial sale or lease of all units in the project.

c. Projects with more than 200 units

i. Location: Wall or ground

ii. Maximum number: 5 per project

iii. Maximum area and;

iv. Maximum height from grade:

a) 4 can be up to 50 square feet and 14 feet tall from grade

b) One (1) can be a freeway sign up to 600 square feet and 35 feet tall from grade

v. Other standards:

a) Planning Commission approval required.

b) May not be illuminated.

c) May be located either on or off-site. If off-site, written approval of the owner of the property where the sign is to be located shall be required prior to issuance of sign permit.

d) Removal of sign(s) required upon initial sale or lease of all units in the project.

3. Model Home Identification Signs.

a. Location: Building, wall or ground

b. Maximum number: 1 per approved model

c. Maximum area: 6 square feet

d. Maximum height: 4 feet

e. Other standards:

i. Planning Commission approval required consistent with Section 20.52.040.

ii. May not be illuminated.

iii. Removal of sign required prior to issuance of permanent certificate of occupancy.

4. Model Home Complex Directional Signs.

a. Location: Building, wall or ground

b. Maximum number: 2 per project

c. Maximum area: 6 square feet

d. Maximum height: 4 feet

e. Other standards:

i. Planning Commission approval required consistent with Section 20.52.040.

ii. May not be illuminated.

iii. Removal of sign required prior to issuance of permanent certificate of occupancy.

5. Construction Signs.

a. Location: Building, wall or ground

- b. Maximum number: 1 per project
 - c. Maximum area: 12 square feet
 - d. Maximum height: 3 feet for building and wall signs and 5 feet for ground signs
 - e. Other standards:
 - i. May not be illuminated.
 - ii. Copy limited to project name and name, address and phone number of contractor and subcontractor(s).
 - iii. Removal of sign required prior to issuance of certificate of occupancy for final unit in project.
6. Flags and Pennants.
- a. Location: Building, wall or ground
 - b. Maximum number: Not to exceed 3 per lot, subject to the approval of director of planning and community development
 - c. Maximum area: 6 square feet
 - d. Maximum height: 18 feet
 - e. Other standards:
 - i. Shall not be displayed for more than a total of six weeks in any calendar year
 - ii. Strings with more than three pennants are prohibited
7. Banners.
- a. Location: Building or wall
 - b. Maximum number: 1 per lot
 - c. Maximum area: 45 square feet
 - d. Maximum height: 3 feet
 - e. Other standards:
 - i. Shall not be displayed for more than a total of six weeks in any calendar year

B. The standards set forth below shall apply to temporary signs in all commercial and industrial districts, including the Commercial Residential (CR) district. Temporary signs in commercial and industrial districts shall require sign permits consistent with Section 20.58.020 and shall be subject to the required findings contained in Section 20.58.040. Signs in excess of the listed standards shall be prohibited.

1. Construction Signs.
- a. Location: Building, wall or ground
 - b. Maximum number: 1 per project
 - c. Maximum area: 16 square feet
 - d. Maximum height: 3 feet for building and wall signs and 5 feet for ground signs
 - e. Other standards:
 - i. May not be illuminated
 - ii. Removal of sign required prior to issuance of certificate of occupancy
2. Temporary Business Signs Including Banners and Window Signs.

- a. Location: Building, wall or ground
- b. Maximum area: 45 square feet per tenant per business frontage with customer entrances. Maximum of 90 square feet per tenant
- c. Maximum height: 3 feet
- d. Other standards:
 - i. No single sign shall be displayed for more than six weeks in a calendar year
 - ii. Ground signs shall only be displayed during business hours.

Ground signs determined to interfere with vehicular and/or pedestrian traffic shall be subject to removal pursuant to Section 20.58.150, entitled Enforcement -- Removal of Signs

3. Flags and Pennants.

- a. Location: Building, wall or ground
- b. Maximum number: Not to exceed 3 per lot, subject to approval of director of planning and community development
- c. Maximum area: 6 square feet
- d. Maximum height: 18 feet
- e. Other standards:
 - i. Shall not be displayed for more than a total of six weeks in any calendar year

20.58.090 Outdoor advertising structures.

Outdoor advertising structures with or without electronic message centers, unless otherwise specified, may be permitted in the CG, commercial general district subject to obtaining a conditional use permit consistent with Chapter 20.20. The standards set forth below shall apply to outdoor advertising structures and electronic message centers:

A. Outdoor advertising structures shall not be placed such that the structure or its illumination interferes with the effectiveness of, or obscure, obstruct or otherwise physically interfere with any official traffic sign, device, or signal; nor shall any outdoor advertising structure include or be illuminated by flashing, intermittent, or moving lights except for electronic message centers; nor shall any outdoor advertising structure cause beams or rays of light to be directed at any roadway or freeway if the light is of such intensity or brilliance so as to cause glare or to impair the vision of any driver, or to interfere with any driver's operation of a motor vehicle.

B. Outdoor advertising structures shall not be placed within five hundred feet of any property zoned for residential purposes.

C. Electronic message centers shall not be placed within one thousand feet of another electronic message center on the same side of the freeway.

D. Electronic message centers shall not display any message or graphic for less than four seconds, nor may the interval between messages be less than one second.

20.58.110 Signs in public right-of-way.

The standards set forth below shall apply to signs in the public right-of-way:

A. Signs may be placed at street, alley, or other property lines; however, no portion of any sign, except as otherwise provided in this chapter, may project into or above the public right-of-way, or otherwise be placed in or upon the public right-of-way. Additionally, no sign may be attached to any traffic-control device, as contained in Division II, Chapter 2 of the State of California Vehicle Code, or to any tree or utility pole within the public right-of-way.

B. Flush-mounted business signs subject to the provisions of Section 20.58.130(D) may be permitted to project a maximum of six inches into the public right-of-way.

C. Under no circumstances may any sign, other than traffic-related signs installed by an authorized governmental entity, be placed in the median strip of any street or highway within the city. Such signs shall be subject to removal by the city due to their potential to create immediate traffic hazards consistent with Section 20.58.140(E).

20.58.120 Exempt signs.

The following signs shall be permitted in any zoning district within the city without a sign permit. Signs in excess of the listed standards are prohibited.

A. Real Estate Signs.

1. Location: Building, wall or ground
2. Maximum number: 1 per street frontage
3. Maximum area: Residential zones--6 square feet for each dwelling unit plus 1 square foot for each additional unit up to 16 square feet maximum.
4. Commercial and Industrial zones--32 square feet
5. Maximum height: Residential zones--5 feet
6. Commercial and Industrial zones--6 feet
7. Other standards:
 - a. May not be illuminated
 - b. Condominium projects with 6 or more units shall provide a display no larger than 32 square feet in size and no taller than 5 feet in height to allow owners of units to place or hang real estate signs. Design of the display shall be approved by the Community Development Department.

B. Open House Signs.

1. Location: Ground

2. Maximum number: 2 per open house
 3. Maximum area: 6 square feet
 4. Maximum height: 5 feet
 5. Other standards:
 - a. May not be illuminated
 - b. May be placed in public right-of-way provided that sign is not located in street median or in a location where it creates a traffic hazard as determined by the City Engineer.
 - c. Shall be displayed only between eight a.m. and eight p.m.
- C. Open House Directional Signs.
1. Location: Ground
 2. Maximum number: 8 per open house
 3. Maximum area: 6 square feet
 4. Maximum height: 5 feet
 5. Other standards:
 - a. May not be illuminated
 - b. May be placed in public right-of-way provided that sign is not located in street median or in a location where it creates a traffic hazard as determined by the City Engineer.
 - c. Shall be displayed only between eight a.m. and eight p.m.
- D. Residence Identification Signs.
1. Location: Building, wall or ground
 2. Maximum number: 1 per street frontage
 3. Maximum area: 2 square feet
 4. Maximum height: 1 foot
 5. Other standards: Copy limited to occupant name(s) and address
- E. Curbside Residence Identification Signs.
1. Location: Curb face in front of residence
 2. Maximum number: 1 per street frontage
 3. Maximum area: 2 square feet
 4. Maximum height: 1 foot
 5. Other standards:
 - a. Copy limited to street number
 - b. Shall not be placed on utility poles, street trees, traffic sign posts or traffic signal devices
- F. Advisory Signs.
1. Location: Window or door
 2. Maximum number: 1 per pedestrian entrance
 3. Maximum area: 4 square feet
 4. Maximum height: 2 feet

G. Government Signs. Signs erected and maintained by the city shall be allowed subject to approval of a comprehensive sign program by the City Council.

H. Temporary Non-Commercial Signs. Such signs shall be allowed on all private property subject to the following standards.

1. Location: Within front setback or street side yard setback. Signs shall not encroach into any public right-of-way.

2. Maximum number: 5

3. Maximum area: 6 square feet

4. Maximum height: 4 feet

I. Memorials.

1. Location: Building, wall or ground

2. Maximum number: 1 per site

3. Maximum area: 6 square feet

4. Maximum height: 3 feet

5. Other standards: Property owner authorization required

20.58.130 Prohibited signs.

The following signs shall not be permitted in any zoning district within the city:

A. Aerial signs.

B. Animated signs.

C. Bench signs.

D. Billboards.

E. Flashing signs.

F. Pole signs.

G. Portable signs.

H. Rotating signs.

I. Vehicle signs, including signs attached by any means to automobiles, trucks, trailers, or other vehicles on private or public property for the purpose of advertising, identifying, or providing direction to a use or activity not related to the lawful use of the vehicle for rendering service or delivering merchandise, that remain stationary or parked on the same location, street, parcel, or shopping center for two (2) or more hours.

J. Signs which consist of red, green or amber lights which, in the opinion of the City Engineer, could be confused with traffic signals by motorists.

K. Roof signs.

L. Light bulb strings, except as temporary holiday decoration.

M. Off-site signs, except for open house directional signs.

N. Any sign not expressly permitted by this Chapter shall be prohibited.

20.58.140 General conditions.

The following provisions shall apply generally to all signs:

A. Double-faced signs shall count as one sign.

B. Signs located at the intersection of any two streets, alleys, street and alley, street and driveway, or alley and driveway shall be placed so as not to create a visual blockage or other hazardous conditions for vehicle movement, as determined by the City Engineer.

C. Signs shall be maintained in a neat, clean, orderly and safe manner at all times. Signs which, in the determination of the director of planning and community development, fail to achieve this standard shall be subject to the enforcement procedures contained in Section 20.58.150.

D. Buildings which have frontage on a public street, and which are built at the streetside property line shall be eligible to install a flush-mounted business sign on the building which may project into the public right-of-way by no more than six inches as long as said sign is not less than twelve feet above the ground.

E. Nonconforming signs shall be subject to the requirements and conditions contained in Chapter 20.82 of this title.

F. In each instance and under the same conditions in which this chapter permits any sign, a noncommercial sign constructed to the same physical dimensions and characteristics shall be permitted in lieu of that sign.

20.58.150 Enforcement--Removal of signs.

The requirements for enforcement of sign regulations and removal of illegal signs are as follows:

A. Where it is determined that a sign has been erected or installed in violation of this chapter, abandoned as defined in Section 20.58.050, improperly maintained as provided in Section 20.58.140(C), or is otherwise in violation of this chapter, written notice

of this determination and the grounds therefor shall be sent or delivered to the owner of the sign or, where ownership of the sign is not known, to the owner of the property where the sign is posted. If the notice cannot be sent or delivered to the owner of the sign, then the notice shall also be attached to the sign. The notice shall give the owner of the sign or property, as the case may be, ten business days from the date of mailing or attachment, as the case may be, to remove the sign or to appeal the determination and shall include instructions for how such appeal may be made.

B. To appeal the determination, the owner of the sign or the property, as the case may be, may file a written request with the Community Development Director no later than the deadline given to remove the sign. The director or designee shall arrange an appointment to review the notice of violation and to allow the owner to present evidence to rebut the determination. After all of the facts have been reviewed, the director shall write a decision setting forth the basis of the final determination. The decision shall be delivered to the owner of the sign or the property, as the case may be, personally or by certified mail within ten days of the decision. The owner of the sign or the property, as the case may be, may appeal the decision in accordance with Chapter 20.52.

C. If neither the owner of the sign nor the owner of the property responds to the notice of violation under Subsection A of this section, the Community Development Director shall then notify the owner of the property by certified mail, that the period to appeal has passed and that if the sign is not removed within ten business days from the date of the notice, a misdemeanor citation will be filed.

D. Notwithstanding any other provisions herein to the contrary, signs in the public right-of-way not otherwise permitted by this Chapter, may be removed without notice or hearing. Where it is determined that the sign in question poses an imminent safety hazard or dangerous condition, which may affect the public health, safety and welfare, such sign may be removed immediately and stored by the city. As soon as practical following removal, the owner of the sign shall be given notice of violation and the right to a hearing pursuant to Subsection B of this section, and if the owner establishes such removal to be improper, the owner shall be entitled to return of the signs without charge. In all other cases, the sign will be returned to the owner only upon payment of removal and storage costs. If the sign is not claimed within thirty days after the decision become final, the sign may be destroyed.

PASSED, APPROVED AND ADOPTED at a regular meeting of the City Council on this 9th day of July 2024.

LORI Y. WOODS
MAYOR

ATTEST:

DARITZA GONZALEZ
CITY CLERK

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF SIGNAL HILL)

I, Daritza Gonzalez, City Clerk of the City of Signal Hill, California, hereby certify that Ordinance No. 2024-06-1549 was introduced by the City Council of the City of Signal Hill, California, at a regular meeting held on the 11th day of June, 2024, and that the same was adopted by the City Council of the City of Signal Hill, California, at a regular meeting held on the 9th day of July, 2024, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

DARITZA GONZALEZ
CITY CLERK