February 6, 2020

AGENDA
REGULAR DEL REY OAKS PLANNING COMMISSION MEETING
WEDNESDAY FEBRUARY 12, 2020 AT 6:00 P.M.
CHARLIE BENSON MEMORIAL HALL, CITY HALL

1. ROLL CALL

2. PLEDGE OF ALLEGIANCE

3. CONSENT AGENDA:
   A. Adopt December 11, 2019 Planning Commission Meeting Minutes

4. PUBLIC COMMENTS:
   Anyone wishing to address the Commission on matters not appearing on the Agenda may do so now. The public may comment on any other matter listed on the Agenda at the time the matter is being considered by the Commission. There will be a time limit of not more than three minutes for each speaker. No action will be taken by the Commission on matters brought up under this item and all comments will be referred to staff.

5. REPORTS: Building Activity Report January 2020

6. OLD BUSINESS: None

7. NEW BUSINESS: Discussion item only
   Discuss Need to Revise the City of Del Rey Oaks Sign Regulations, including Ordinance #251, and Municipal Code Chapter #17.59
CITY OF DEL REY OAKS PLANNING COMMISSION REGULAR MEETING
CONVENED AT 6:00 P.M. ON WEDNESDAY, DECEMBER 11, 2019 IN THE
CHARLES BENSON MEMORIAL HALL, CITY HALL

Present: Commissioner Kreeger, Commissioner Hallock, Commissioner Donaldson,
Commissioner Burton, Vice Chair Hayworth and Chairman Jaksha

Absent: Commissioner Roesner

Also present: City Manager Pick and Deputy City Clerk Minami

Meeting came to order at 6:00 p.m. and roll call was taken.

PLEDGE OF ALLEGIANCE:

CONSENT AGENDA:

Motion to approve: Commissioner Hayworth
Second: Commissioner Kreeger
Public Comment: None
Vote: Approved 6-0

PUBLIC COMMENT:
None

REPORTS:
Accepted

NEW BUSINESS:

NOMINATION OF NEW PLANNING COMMISSION CHAIR PERSON

Chairman Jaksha: Asks that each Commissioner write in a name that they would like to have as
the next Chairman and hand them to the Clerk.

Deputy City Clerk Minami tallies votes (5 for Donaldson and 1 for Jaksha) and announces: The
new Planning Commission Chairman is Scott Donaldson.
PUBLIC COMMENT:

City Manager Pick: Thanks Chairman Jaksha for all of his years as Chair. It’s been a pleasure to have him as Chair with his relaxed yet engaged style. Deep gratitude. Congratulates Commissioner Donaldson and is excited to work with him!

Chairman Donaldson: Thanks to all of the others, will do his best for the Commission and all of the residents of Del Rey Oaks. Very honored.

*Jaksha and Donaldson switch seats on the dais and Jaksha hands Donaldson the gavel.*

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**Applicant’s Name:** Aaron Tollefson  
**Owner’s Name:** Manny Ezcurra & Roxanne Buck  
**File Number:** ARC#19-08  
**Site Location:** 45 Work Ave  
**Planning Area:** APN# 012-492-032  
**Environmental Status:** Categorically Exempt  
**Project Description:** Requesting Architectural Review to add a 46 square foot covered front porch and to add stone veneer to exterior of chimney. Colors and materials to match existing.  
**Recommended Action:** Analyze provided material, make appropriate findings, impose conditions as appropriate, and give direction to staff.

Aaron, Applicant: Asks for questions.
Commissioner Hayworth: What about neighbors’ concerns?
Commissioner Hallock: Nice ledger stone on chimney stack, really nice project.
Commissioner Kreeger: His house has the same thing, covered porch is nice in the rain.
Chairman Donaldson: It will cut down on sun too. Looks like someone else in neighborhood, it will look beautiful.

Public Comment:
None

*Motion to approve item 7.B., ARC #19-08, as submitted.*

**Commissioner Hallock**

**Second:** Commissioner Hayworth  
**Public Comment:** None  
**Vote:** 6-0  
**Motion passes**
COMMISSIONER REPORTS:

Commissioner Burton: Congratulations to Scott!
Commissioner Jaksha: Wasn’t there but heard that Santa’s work shop was a hit!
Commissioner Kreeger: The best yet, folks coming all day until the end of the day to sit on Santa’s lap.
Commissioner Hayworth: City Hall looks great! Congratulations to Scott!
Commissioner Hallock: Scott helped over the weekend with the planting at City Hall, always doing his civic duty. Glad to be working side by side with Scott, congratulations!
Chairman Donaldson: A big thanks to George and the rest of the Commission. Very honored. Next Tuesday will be a City Council Meeting regarding the Housing Element. Going to be a great dialog. Great article in the Herald about it. Meeting is very important and very significant to the City. There are a lot of big issues coming along.

6:20 p.m., Adjourned to next meeting date January 8, 2020 at 6:00 pm.

Attest: ________________________________ Date: ________________________________
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<tr>
<th>PERMIT#</th>
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<td>Strickland/Dorantes Concre</td>
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DATE: February 12, 2020
TO: Planning Commission
FROM: Karen Minami, Deputy City Clerk
SUBJECT: Sign Ordinance #251 - Muni Code Chapter 17.59
CEQA: This action does not constitute a "project" as defined by the California Environmental Quality Act (CEQA) guidelines section 15378 as it is an organizational activity of the City that will not result in direct or indirect physical changes in the environment.

Recommendation
Chairman Donaldson to lead the discussion for updating and revising section 17.59 of the Municipal Code that refers to the Sign Ordinance.

Background
The current Sign Ordinance was adopted in 1999.

Summary & Discussion
Discussion item only, collect ideas and suggestions.

Respectfully Submitted,

Karen Minami
Deputy City Clerk

ATTACHMENTS:
1. Ordinance #251
2. City of Monterey Sign Ordinance
3. City of Carmel Sign Ordinance
ORDINANCE NO. 251

AN ORDINANCE ADDING CHAPTER 17.59 TO THE MUNICIPAL CODE
ESTABLISHING REGULATIONS TO CONTROL SIGNS

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THE CITY COUNCIL OF THE CITY OF DEL REY OAKS DOES ORDAIN AS
FOLLOWS:

1. Chapter 17.59 Added. Chapter 17.59, entitled "Signs,"
is hereby added to the Municipal Code to read in its entirety as
set forth on the attached sixteen (16) pages, marked Exhibit "A"
and incorporated herein by this reference thereto.

2. Effective Date. This ordinance shall take effect and
be in force thirty (30) days from and after its final passage.

3. Posting of Ordinance. Within fifteen (15) days after
the passage of this ordinance, the City Clerk shall cause it to
be posted in the three (3) public places designated by resolution
of the City Council.

The foregoing ordinance was introduced at a regular
meeting of the City Council of the City of Del Rey Oaks duly held
on March 23, 1999, and was passed and adopted at a regular
meeting duly held on May 25, 1999, by the following vote:

AYES: COUNCIL MEMBERS: Barlich, Buckley Smith, Edelen.
Russell, Ventimiglia

NOES: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: None

ATTEST:

Philip C. Nash, City Clerk

Jack D. Barlich, Mayor
CHAPTER 17.59 - SIGNS

17.59.010 - Purpose and intent.

It is the purpose and intent of this Chapter to provide the City of Del Rey Oaks with a viable and practical set of sign regulations that will: promote the orderly growth of the community; facilitate the continual upgrading of the community; preserve the natural beauty of Del Rey Oaks while simultaneously protecting the rights of property and business owners to display signs and the right of individuals to live, work and visit a city that is free from the usual blight that would result from under or non-regulation of signs.

These sign regulations, pursuant to the provisions of the Del Rey Oaks General Plan, set forth the minimum acceptable standards necessary to protect and safeguard the life, peace, health, safety, property and general welfare of the public by regulating among other things the location, placement, size, number, area, type, illumination and maintenance of signs and sign structures.

In addition to the standards specified above, it is hereby set forth that a primary goal of these regulations shall be to insure that signs and sign structures are considered in light of the architectural and landscape design of the buildings and properties along with individual setting or location of the buildings and properties; and to avoid visual clutter and out of scale impacts. Signs should, where possible, encourage and enhance a village-like atmosphere with the emphasis being on the use of wood signs, as appropriate.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.020 - Application.

No sign shall be placed, displayed, painted, posted, printed, tacked, fastened, erected, relocated, constructed or otherwise except as provided in this Chapter.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.030 - Responsibility.

It shall be the sole responsibility of the person making application to place, construct, erect, alter, relocate, tack, fasten, paint, post or display any sign in the City of Del Rey Oaks to obtain the necessary authorization from the owner or lessee of the property.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)
17.59.040 - Planning commission approval required.

Planning Commission approval shall be required of all signs unless otherwise specified in this Chapter. A fee shall be collected by the City Clerk prior to consideration of any sign by the Planning Commission. The fee shall be established from time to time by Resolution of the City Council.

In order to facilitate the Planning Commission approval process, any person seeking to obtain Planning Commission approval shall submit accurate plans, scale drawings, color boards, examples of materials or any such other information specified by the City Manager showing the size, shape, location, color, materials and physical relationship to the site of the sign and sign structure. Any decision of the Planning Commission may be appealed, in writing, to the City Council within 20 days of the decision.

During the course of review and approval, the Planning Commission or the City Council on appeal may approve, disapprove, conditionally approve or modify the plans as submitted in order to insure compliance with the spirit and intent of this Chapter.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.050 - Sign permit required.

In order to insure that the Planning Commission is provided with an opportunity to review the placement, construction, erection, relocation or alteration of any and all signs in the City of Del Rey Oaks, it is required, unless otherwise specified herein, that a sign permit shall be obtained from the City Clerk prior to the placement, construction, relocation, alteration or otherwise erection of the sign.

Any person seeking to obtain a sign permit shall provide the City Clerk with any and all necessary detailed plans, scale drawings or other materials and samples or information required by the City Clerk along with written evidence that Planning Commission approval has been obtained for the sign. Following a review of the materials and design submitted, the City Clerk may issue the sign permit or, if appropriate shall, require that a Building Permit be obtained pursuant to the provisions of the Uniform Building Code (UBC) in lieu of a sign permit. A fee shall be collected by the City Clerk prior to the issuance of any sign or building permit. The fee shall be the same as for a minor use permit and shall be established from time to time by Resolution of the City Council. The fee for a building permit shall be as specified in the UBC.
17.59.060 - Enforcement.

The regulations contained in this Chapter shall be enforced as are other zoning, building and safety regulations as set forth in the Del Rey Oaks Municipal Code.

17.59.070 - Remedies.

Notwithstanding, the procedures for enforcement set forth in the Del Rey Oaks Municipal Code, the City of Del Rey Oaks is hereby authorized to proceed in any other fashion, way or procedure permitted by law.

17.59.080 - Exemptions.

The provisions and regulations of this Chapter shall not apply to the following signs provided, however, that the following signs shall be subject to all safety provisions contained in this Chapter:

A. Official signs and notices, public utility signs, public directional signs;
B. Professional nameplates not exceeding three square feet in area;
C. Temporary (30-day) signs of a directional nature approved by the City Manager;
D. Emergency, public service or other temporary (30-day) non-advertising signs as approved by the City Council;
E. Memorial signs on tablets, names and dates of buildings when cut into any masonry surface or when flush mounted and constructed of bronze or other noncombustible materials;
F. Freestanding mailboxes designating the name and address of the person serviced by the mailbox;
G. Signs placed by the City of Del Rey Oaks.

17.59.090 - Nonconforming signs.
Any permanent sign lawfully existing prior to the adoption of this Chapter and not conforming to the provisions contained in this Chapter is declared to be a lawfully nonconforming sign and may remain as such.

No such nonconforming sign shall in any way be altered, relocated, replaced or reworded unless the sign can be made to conform to all provisions of this Chapter. Nothing in this section shall be construed to prohibit the normal maintenance and repair of lawfully nonconforming signs.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.100 - Maintenance and construction provisions.

The appropriate sections of the Uniform Building Code (UBC), the Uniform Electric Code (UEC) or any amendment thereto adopted by the City of Del Rey Oaks shall apply to the construction, placement or display of signs in the City of Del Rey Oaks. All signs having internal or built-in illumination shall be constructed wholly of noncombustible materials or other such fire resistive materials as approved by the Planning Commission. Guide wires or exposed strut-like sign structures shall not be utilized. Signs and sign structures shall at all times be maintained in a state of good repair including all braces, bolts, structural parts, supporting frames and fastenings. No permit shall be required for repainting, cleaning or other normal maintenance and repair of a sign unless the structure, design, size, color location or character is altered.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.110 - Safety provisions.

In addition to all other maintenance and construction provisions contained in this Chapter, all signs within the City of Del Rey Oaks shall comply with the following provisions:

A. Obstructions to doors, windows or fire escapes—no sign shall be erected, relocated, altered, maintained or otherwise so as to prevent ingress to or egress from any door, window or fire escape or in violation of the Uniform Fire Code. No sign shall be attached to a standpipe, gutter, drain or fire escape, except signs referring specifically to the standpipe, gutter, drain or fire escape to which it is attached.

B.
Signs not to obstruct traffic signals—no sign regulated by this Chapter shall be erected at any location where, by reason of its position, it will obstruct or confuse the view of any authorized traffic sign, signal or device.

C. Exterior of signs—on all signs which are erected within five feet of a public street or sidewalk, no nails, tacks or wires shall be permitted to protrude therefrom. All structural trim maintained in conjunction with, attached to, or superimposed upon any sign shall be safely and securely built or attached to the sign structure.

D. Signs shall not extend into the runway protection zone in such a manner as to interfere with the purposes of that zone.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.120 - Abandoned signs and abatement thereof.

A. No person shall maintain or permit to be maintained on any premises owned or controlled by said person any sign which has been abandoned. Any such sign shall be promptly abated. Any sign which is located on property which becomes vacant for a period of six months or more and any sign which was erected for an occupant or business unrelated to the present occupant or his business and any sign which pertains to a time, event or purpose which no longer pertains, shall be presumed to have been abandoned.

B. Unless some other form of abatement is approved by the City Manager in writing, abatement of abandoned signs shall be accomplished in the following manner:

1. Signs painted on buildings, walls, fences or structures shall be abated by removal of the paint constituting the sign or by painting over the sign in such a way that the sign shall not thereafter become visible.

2. Other types of signs may be abated by removal of the sign including its dependent structures and supports, unless the sign conforms to the provisions contained in this Chapter in which case all faces of the sign shall be screened from view in a manner satisfactory to the City Manager.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.130 - Illumination of signs.

All illuminated signs in the City of Del Rey Oaks shall comply with the following standards:

A. The use of high intensity, unshielded or undiffused lights shall not be permitted.
B. Lights or illumination shall be shielded, oriented or diffused so as to eliminate undue glare onto adjacent properties.

C. Lights shall be shielded or diffused in such a manner as to eliminate the possibility of conflict with safe traffic movement.

D. The Planning Commission and City Council, on appeal, shall retain the right to require reduction in the intensity of illumination after the installation of any illuminated sign if said illumination creates any undue glare, annoyance or hazard.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.140 - Abatement of signs on public property and signs presenting health or safety hazards.

A. Signs on Public Property. No sign may be placed in or upon any public right-of-way, the exterior of any public building, any public grounds or property thereon, any public utility pole or appurtenance thereof, wherever located, or any tree on public property. Any such sign may be summarily removed and impounded by the Police Chief or City Manager or their respective delegates.

B. Signs on Private Property Presenting Health or Safety Hazards. No sign may be placed upon any property in a manner which creates a public health or safety hazard. Any sign placed on, above or adjacent to any street, sidewalk or right-of-way which creates a health or safety hazard through obstructing vision or use of such street, sidewalk or right-of-way may be summarily removed by the Police Chief or City Manager or their respective delegates. Any sign so removed shall be returned to the owner upon payment of the costs of removal and storage. Any sign placed on or about private property which creates a health or safety hazard, including obstructing vision in the public right-of-way, may be removed by the Police Chief or City Manager or their respective delegates to a position on the private property where it does not create a health or safety hazard.

C. Impounded Signs. Any sign impounded under the provisions of subsections (A) or (B) above shall be stored for a period of not less than 30 days at which time the signs may be salvaged, sold or destroyed in order to defray the costs of removal and storage. The person responsible for the placement of such sign shall be liable for the cost incurred in the removal and storage of the sign and the Police Department and City Clerk are authorized to effect the collection of said cost.

D. 
Noticing Sign Owners. If the person who owns a sign which has been removed pursuant to this section can be identified, the City official who has removed said sign shall notify that person of the reasons the sign has been removed, the location of the sign and the procedures for the return of the sign.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.150 - Definitions.

A. Sign. Any letters, figures, design, symbol, trademark or illuminating device intended to attract attention to any person, partnership, corporation or unincorporated association, or any place, subject, public performance, article, machine or merchandise, whatsoever, and painted, printed, constructed, erected or displayed in any manner whatsoever.

B. Sign Area. That area enclosed by a square, rectangle, triangle or other shape which connects the extreme points or edges of the sign, excluding the supporting structure which does not form part of the sign proper. Sign area shall include only one face of any double-faced sign and shall include all faces of any multi-faced sign containing more than two faces. For the purpose of this definition, the faces of a double-faced sign shall be parallel.

C. Sign Area Allotment. The maximum area of signs that may be displayed on any site, premises, business, building, parcel, lot or otherwise not including signs specifically exempted in this Chapter.

D. Primary Business Frontage. That frontage of a building containing the primary or most important entrance to the occupancy thereon. In such cases where there are multiple entrances, the Planning Commission shall determine which frontage is the primary frontage. In no case shall more than one primary business frontage be permitted.

E. Secondary Business Frontage. That frontage of a building containing any entrance other than a primary business frontage. In no case shall more than two secondary business frontages be permitted.

F. Uniform Building Code, Uniform Electrical Code, Uniform Mechanical Code. Those codes which are currently in full force and effect as adopted by the City Council including any amendments or additions thereto adopted from time to time by the City Council.

G. about:blank
Shopping Center. Commercial and retail buildings and associated facilities which have been designed and developed as an integrated unit containing more than four separately owned and operated businesses which function as an integral unit and which utilize common off-street parking.

H. Service Station. A business which is primarily in the business of providing service to vehicles such as gasoline, oil, tire, mechanical assistance, parts, etc., and not including convenience markets that sell gasoline, diesel fuel or oil.

I. Official Signs and Notices. Signs and notices placed by public officers or public agencies within their territorial or zoning jurisdiction and pursuant to and in accordance with direction or authorization contained in federal, state or local law for the purposes of carrying out an official duty or responsibility. Historical markers authorized by state law and placed by state or local governmental agencies or nonprofit historical societies shall be considered as official signs.

J. Public Utility Signs. Warning signs, informational signs, notices or markers which are customarily placed by public or private utilities, as essential to their operations.

K. Public Directional Signs. Signs containing directional information about public places owned or operated by federal, state or local governments or their agencies; publicly owned natural phenomena, historic, cultural, scientific and educational sites; and publicly owned or operated areas of natural scenic beauty or naturally suited for outdoor recreation, deemed to be in the interest of the traveling public.

L. Temporary Signs. Temporary signs of any type, including, but not limited to, banners, which are not be displayed for a period longer than 30 days.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.160 - Prohibited signs.

The following signs shall be prohibited in the City of Del Rey Oaks. Descriptions of these signs are included in this section. Additional definitions pertaining to this Chapter are contained in Sections 17.59.150 and 17.59.170.

A. Portable Signs. Signs capable of standing without support or attachment to a structure or the ground; except A-frame signs approved under section 17.59.170.

B. Animated Signs. Signs that involve animation, rotation, flashing, projections, scintillation, or any type of movement not including barber pole signs or time, date and temperature signs.
C. Billboard Signs and Banners. Off-site advertising signs that are designed to direct attention to a business, commodity, service or entertainment, sold or offered elsewhere than on the premises or property on which the sign is located. Exceptions: not including temporary (30-day) signs or banners that are approved by the Planning Commission and which are to be used for the purpose of advertising an event of general civic interest or that are to be used as temporary (30-day) off-site directional signs, including such as one-time only grand opening signs etc.

D. Roof Signs. Signs that are attached to, supported by, mounted on or project above a roof or other architectural feature including, but not limited to mansards, parapets and the like.

E. Projecting Signs. Signs that are suspended from or that are supported by a wall, building or structure and project more than three feet outward therefrom or signs that project into the public right-of-way. No provision contained herein shall be construed to prohibit the display or construction of freestanding signs.

F. Characterization Signs. Signs characterizing a person, object, place, etc.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.170 - Permitted signs.

The following signs shall be permitted in the City of Del Rey Oaks subject to the provisions contained in this Section and this Chapter. Definitions of permitted signs are included in this Section. Additional definitions pertaining to this Chapter are contained in Sections 17.59.150 and 17.59.160.

A. Accessory Signs. A sign of a secondary nature, e.g., savings stamp signs, credit card signs not exceeding one square foot.
   1. Such signs are not included in the maximum sign area allotment. Planning Commission is not required. A sign permit is not required.

B. Barber Pole Signs. A striped pole characteristic of barbershops.
   1. Such signs may rotate. One such sign may be permitted per business in addition to any other signs permitted by this Chapter. Planning Commission approval is required. A sign permit is required.

C.
Directional and Public Service Signs. Public service signs, approved by the Planning Commission, including time and temperature devices and signs indicating the location or direction of a place or area on the premises upon which the sign is located.

1. Such signs are not included in the maximum sign area allotment if they are deemed necessary and appropriate by the City Manager. Planning Commission approval is not required. A sign permit is not required.

D. Freestanding Signs. Freestanding signs of a permanent nature not attached to any portion of a building and not projecting over or through a roof, eaves of a building or any public right-of-way.

1. Such signs may be placed within required yard or setback areas. Planning Commission approval is required. A sign permit is required.

E. Awning Signs. A sign attached to the face of or supported by an awning. (Awning: a roof-like cover, usually of canvas extending over or before a place).

1. Such signs must be parallel to the face to which attached and must not hang lower or project above the face to which attached. Site and architectural Planning Commission approval is required. A sign permit is required.

F. Marquee or Canopy Signs. A sign attached to or supported by a marquee or canopy.

1. Such signs must be parallel to the face to which they are attached and may not be made of cloth, canvas or other material of a similar nature nor shall such signs hang lower or project above the face to which attached. Planning Commission approval is required. A sign permit is required.

G. Nameplates. Professional nameplates and occupation signs exceeding three square feet in area.

1. Planning Commission approval is required. A sign permit is required.

H. Reader Board Signs. A sign with detachable or interchangeable letters.

1. Planning Commission approval is required. A sign permit is required.

I. Under Canopy Signs. Such signs that do not exceed four square feet will not be included in the maximum sign area allotment. Any such sign exceeding four square feet shall be included in the maximum sign area allotment. Such signs shall have a minimum clearance of seven feet six inches above the sidewalk. Planning Commission approval is required. A sign permit is required.
J. Wall Signs. A sign of either solid face construction or individual letters placed against the exterior wall of any building or structure.
   1. Such signs shall not extend more than one foot beyond the wall. Planning Commission approval is required. A sign permit is required.

K. Window Signs (Temporary—30-Day). Signs that are painted, placed, taped, displayed or otherwise suspended within three feet of any window that are visible from outside the place of business and that are designed to be displayed for a maximum of 30 days.
   1. Such signs are permitted to cover no more than 50 percent of the area of the window. Such signs may not be displayed more than 30 days. Such signs are not included in the maximum sign area allotment. Planning Commission approval is not required. A sign permit is not required.

L. Window Signs (Permanent). Signs that are painted, placed, taped, displayed or otherwise suspended within three feet of any window that are visible from outside the place of business and that are designed to be displayed for more than 30 days.
   1. Such signs are permitted to cover no more than ten percent of the area of the window. Such signs are not included in the maximum sign area allotment. Planning Commission approval is not required. A sign permit is not required.

M. Monument Sign. A low profile free-standing sign incorporating the design and building materials and accenting the architectural theme of buildings within the same development.
   1. Such signs shall be considered the same as a free-standing sign.

N. Real Estate Signs. Real estate signs shall be permitted as specified in Section 17.59.210 of this Chapter.

O. Portable A-Frame Signs. A portable sign constructed of two faces which are connected by hinges at the top, forming the shape of an A when viewed at right angles to the face.
   1. Each business may be allowed one such sign. The sign shall be placed at ground level with a maximum height of four feet and be no larger than three feet by four feet and shall be placed at least four feet vehicle entrances and exits and not in the public right-of-way. Planning Commission approval is required. A sign permit is required.
Signs in General. Any sign which is not listed under permitted or prohibited signs (Section 17.59.160 and this section, respectively) shall be considered individually by the Planning Commission who shall determine whether the sign falls in the permitted or prohibited category. If the Planning Commission determines that such sign falls in the permitted category, permission to display such sign, signs or signing program shall be granted subject to any and all conditions the Planning Commission may find necessary to achieve the spirit, purpose and intent of this Chapter. The conditions of approval may include but not be limited to requiring Planning Commission approval and a sign permit.

Q. Flags. Flags of any government entity are permitted. A sign permit is not required. Flags announcing commercial or business identity must receive Planning Commission approval and a sign permit.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.180 - Sign regulations for commercial and industrial districts C-1, C-2, P-C, L-M and M districts.

A. Sign Area. One and one-half square feet are permitted for every foot of primary business frontage to a maximum of 100 square feet per business. One-half square foot is permitted for every foot of secondary business frontage to a maximum of 25 square feet for each secondary business frontage.

B. Number of Signs. No more than two signs may be permitted per business, unless otherwise approved by the Planning Commission. Under canopy signs are not counted for the purposes of this Section.

C. Type of Signs. Any sign specified under Section 17.59.170, may be displayed in accordance with the provisions of this Chapter.

D. General Provisions. All signs and signing programs specified below shall be subject to review and approval by the Planning Commission and shall require a sign permit.

1. Shopping centers may be permitted to erect a free-standing identification sign which may also indicate the principal tenant and other services available on the site. Said sign shall be located adjacent to the principal street frontage and shall not exceed 100 square feet in area or 25 feet in height. If the shopping center has more than one principal street frontage, two such signs
may be permitted. The sign area and sign height specified in this Section are
the maximum limits and the Planning Commission reserves the right to
approve lesser sign area or height.

2. Industrial parks containing more than four buildings designed to be
architecturally compatible, whether or not on the same parcel of land, shall
be permitted to place monument signs along, at, or adjacent to principal
entrances to the park. Such signs shall not exceed 200 square feet or ten feet
in height. The actual size, height and number of signs shall be specified by the
Planning Commission.

3. Real estate signs shall be permitted subject to the provisions of Section

E. Master Signing Program Approval Required. Any and all commercial, office or
industrial developments designed to contain more than four occupancies,
businesses or buildings are required to obtain approval of a master signing
program from the Planning Commission. Said master signing program plans must
be prepared, reviewed and approved by the Planning Commission prior to the
issuance of any occupancy permit in the development. Plans for the master signing
program shall include specifications, descriptions and locations of all signs to be
displayed on the site including, but not limited to, advertising, identification,
directional and public service signs. The Planning Commission may approve,
conditionally approve or modify said plans in order to insure that the master
signing program is in accordance with the purpose, spirit and intent of this
Chapter. Any decision of the Planning Commission on a master signing program
may be appealed to the City Council. Appeals shall be in writing and shall be filed
with the City Council within 20 days of the decision.

Approved master signing programs may be modified from time to time by the Planning
Commission or by the City Council through the appeal process.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.190 - Sign regulations for residential districts R-1, R-2 districts.

A. Single Family Dwellings, Duplexes, Triples, and Triples. One nameplate not exceeding
three square feet per dwelling. Planning Commission approval is not required. A sign permit is
not required.
B. Multiple Family Dwellings. Dwellings containing more than four dwelling units may be permitted a maximum of two signs, each containing a maximum of 30 square feet. Planning Commission approval is required. A sign permit is required.

C. Church Signs. Same as Section B above.

D. Public, Quasi-Public, Halls, Organizations, Clubs, Lodges and All Similar Uses. Same as Section B above.

E. Nonresidential uses not otherwise specified herein including, but not limited to, hotels, motels, professional offices and other non-residential uses that may be permitted in residential zoning districts. Signs for such uses shall be regulated by Section 17.59.180.

F. Real Estate Signs. Real estate signs shall be permitted subject to the provisions of Section 17.59.210.

G. All signs not permitted by subsections (A) through (F) above or regulated by section 17.59.220 are prohibited.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.200 - Sign regulations for districts other than commercial, industrial and residential.

A. All signs, other than real estate signs which are regulated in Section 17.59.210 and those regulated by section 17.59.220, shall require approval by the Planning Commission or the City Council through the appeal process. Appeals may be made of any decision of the Planning Commission as specified in Section 17.59.040. No sign shall be approved unless and until a finding is made that the proposed sign is consistent with the purpose, spirit and intent of this Chapter.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.210 - Real estate signs.

The following regulations shall apply to real estate signs in the City of Del Rey Oaks.

A. Sale, Rental or Lease Signs. Except as provided in Section 17.59.210(D) any property being advertised for sale, rent or lease may have one temporary (30-day) sign on the property. Such sign shall not exceed 12 square feet in area. Planning Commission approval is not required. A sign permit is not required.

B. 

about:blank
Subdivision Signs. In the subdivision of land, the land being subdivided may have no more than two signs posted upon it advertising the subdivision. Each sign shall not exceed 32 square feet in area. Planning Commission approval is not required. A sign permit is required.

C. Under Construction Signs. Under construction signs shall not exceed 20 square feet in area. No more than one such sign shall be permitted. Planning Commission approval is not required. A sign permit is required. Such signs may only be in place during actual construction.

D. Portable, Temporary (30-Day) Signs Displayed on Private Property. In advertising a property for sale, rental or lease, a portable sign, not exceeding six square feet in area may be placed off the site on private property for the purpose of advertising that the subject property is open for inspection. One additional such sign may be displayed on the premises that is open for inspection. Such signs shall only be displayed when the premises are open for inspection and Planning Commission approval is not required. A sign permit is not required.

E. Model Home Signs. Signs identifying model homes may be displayed on the property upon which the model homes are located. Such signs shall be located adjacent to the entrance of the model home. Such signs shall not exceed eight square feet in area nor three feet in height. Planning Commission approval is not required. A sign permit is not required.

F. General Provision. Any signs not specifically permitted under the provisions of Section 17.59.210 are prohibited unless and until a sign permit is secured from the City Clerk.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.220 - Signs not otherwise regulated.

A. General Provisions. The following provisions apply to all signs not otherwise regulated by this chapter, including, but not limited to, those expressing a political, religious, or sociological viewpoint, including election signs:

1. No such sign shall be located upon any public street, alley, sidewalk, right-of-way, easement, or other governmental property.

2.
All such signs shall be erected, altered and maintained in accordance with the Uniform Building Code and the safety provisions set forth in Section 17.59.110 of this chapter.

3. All such signs must be stationary and unlighted.

4. Such signs shall be freestanding, except in the R-1 District said signs may be either attached to the outside of a window or wall of a building. Any freestanding sign shall be located at least five feet from any property line and may not encroach upon required parking or driveways.

5. The posting of any sign regulated by this section shall not in any way affect a property owner’s right to erect signs permitted by other provisions of this chapter.

6. Planning Commission approval is not required. A sign permit is not required.

7. Consent of Owner or Occupant. No sign regulated by this section may be posted without the consent of the owner or legal occupant of the premises on which the sign is posted.

8. Area of Signs. No sign regulated by this section shall exceed 32 square feet of sign area.

9. Signs in the R-1 District. The total area of all signs regulated by this section on any one property in the R-1, single-family residential district shall not exceed eight square feet. However, in this district, the number of such signs on any one property is not limited, provided the total area of all signs does not exceed eight square feet.

10. Signs in All Districts Other Than the R-1 District. In all zoning districts except the R-1 district, signs regulated by this section shall be placed only upon those vacant portions of a property which are not covered by structures, landscaping, parking areas or driveways, with the signs on any one property which includes at least 4,000 square feet of said vacant area to be limited to not more than one square foot of sign area for each 125 square feet of said vacant area. For properties which include less than 4,000 square feet of vacant area, each such property shall still be allowed up to 32 square feet of sign area without the need to satisfy the previous sentence's restriction that signs be allowed only upon vacant areas and with no limitation upon the number of signs composing the 32 square feet.
11. Time Limitations. Signs regulated by this section may be posted not more than 60 days prior to an event to which they pertain. All such signs must be removed within five days after the event to which they pertain or within 65 days of their initial posting whichever occurs first.

12. Responsibility for Removal. It shall be the property owner's responsibility to remove all signs regulated by this section within the time limitations specified above, whether or not the owner has consented to the posting or construction of such signs.

B. Greater Sign Area and Time limitations Allowable Pursuant to Use Permit and Planning Commission Approval.

1. Upon application to the Planning Commission for a use permit, a sign area greater than otherwise allowed by this section may be allowed so long as the Planning Commission finds that:
   a. The sign will not materially conflict with the character of the neighborhood in which it will be displayed; and
   b. The value of property in the zone will not be significantly decreased by the erection or maintenance of the sign.

2. Use permits for such signs shall be granted for a period of not more than one year.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.230 - Neighborhood signs.

Signs identifying a neighborhood or development not exceeding 50 square feet in area, may be permitted. Planning Commission approval is required. A sign permit is required.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.240 - Service stations.

In addition to the signing permitted under Section 17.59.180, service stations may be permitted to display two additional signs each of which shall not exceed 16 square feet. Such signs shall be permanently affixed to the ground or a structure. Planning Commission approval is required. A sign permit is required.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)
17.59.250 - Highway signs.

Commercially zoned properties having frontage on Highway 218 and Highway 68 are hereby declared to be sites of special significance and any and all signs and signing programs shall be approved by the Planning Commission or the City Council on appeal. In considering a sign or signing program for a site of special significance, the following items shall be considered: the signing needs of the proposed use; the location of the site in relation to highway access; the responsibility of the City to protect and preserve the natural beauty of Highway 218 and Highway 68 while balancing the City's need for a healthy highway-oriented visitor-serving industry. Any decision of the Planning Commission concerning a site of special significance may be appealed, in writing, within 20 days of the decision of the Planning Commission.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.260 - Signs for advertising purposes.

Unless otherwise provided in this Chapter, no permanent sign shall be erected, constructed, placed, tacked, fastened, displayed, painted, posted, printed or otherwise where more than 25 percent of the area of such sign is used for advertising purposes. Seventy-five percent of the area of such signs shall be used solely for naming, designating or identifying the enterprise or calling.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.270 - Historic signs.

Signs in historic areas and on historic buildings shall be minimized and shall be appropriate to an historic setting.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)

17.59.280 - Severability.

If any section, subsection, sentence, clause, phrase or portion of this Chapter is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion is a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portion hereof.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)
17.59.290 - Repeal provision.

Any and all other sign regulations contained in Title 17, Zoning, of the City of Del Rey Oaks Municipal Code in conflict with this Chapter are hereby repealed.

(Ord. No. 251, § 1 (Exh. A), 5-25-1999)
CHAPTER 31.
SIGNS

§ 31-1. Purpose.
§ 31-2. Objectives.
§ 31-3. Applicability.
§ 31-4. Guidelines.
§ 31-5. Review Procedures.
§ 31-6. Submittal Requirements.
§ 31-7. Required Findings for Approval.
§ 31-8. Maintenance, Duration and Extension, Appeals.
§ 31-10. Definitions.

(Ord. 3475, 4/12)

Sec. 31-1. Purpose.

The Council of the City of Monterey has determined that sign regulation is necessary to control the size, type and location of signs to:

A. Protect and enhance the character and setting of the City of Monterey against visual blight by preventing a proliferation of signs that will detract from, and obscure, the scenic qualities of the City of Monterey and its individual buildings and neighborhoods;

B. Encourage the effective use of signs primarily as a means of identification and communication, and to provide equality and equity among sign owners and those who wish to use signs; and

C. Mitigate the potential cumulative detrimental impact resulting from numerous signs in close proximity to each other, which cannot be addressed in any way other than by limiting the number and size of all signs. (Ord. 3475 § 2, 2012)

Sec. 31-2. Objectives.

The Council of the City of Monterey has determined that individual signs should further the purpose of this Chapter. This determination is expressed in the following general objectives:

A. Signs are a necessary tool, the primary purpose of which is to identify an entity from an adjacent street frontage. In all regards, any additional sign area, height, or design component that exceeds the minimum
necessary to reasonably identify an entity shall be considered extraneous and subject to additional scrutiny and/or denial.

B. Signs are to be an integral visual part of the site and building design and the quality of their design should equal or surpass that of the building and site. In that regard, the materials, dimensions and placement of signs should foremost reflect the unique qualities of their corresponding building and, to a lesser degree, the numerical standards contained herein.

C. Signs, when viewed collectively in a district or blockface, should convey a cohesive and complementary streetscape that expresses the City’s unique historic and aesthetic character. To that end, materials, dimensions and placement should complement signs on adjoining properties. (Ord. 3475 § 2, 2012)

**Sec. 31-3. Applicability.**

A. *General.* This Chapter shall apply to all property and land within the City of Monterey.

B. *Sign Permit.* A Sign Permit is required prior to the installation or display of any sign, except those exempt signs described herein. It is unlawful for any person, firm, organization, or corporation that owns, operates, controls, rents, or leases property or land in the City of Monterey to construct, maintain, display or alter, or to cause or allow to be constructed, maintained, displayed, or altered, a sign within the City except in conformance with this Chapter.

C. *Exempt Signs.* The City has a compelling interest to exempt certain signs to further the purpose and objectives of this chapter and to allow for the use of signs with minimal aesthetic impact. The following signs, described in Table 31-1, may be installed without a sign permit; provided, that they meet the conditions set forth in Table 31-1, and comply with all City rules, regulations, and guidelines, including but not limited to the Citywide Sign Guidelines and other applicable land use documents. Exempt signs may require a building permit or encroachment permit.

<table>
<thead>
<tr>
<th>Exempt Sign</th>
<th>Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Signs</td>
<td>Maximum letter height of 12 inches and maximum area of 4 square feet</td>
</tr>
<tr>
<td>Ancillary Information Signs</td>
<td>Maximum aggregate area of 3 square feet</td>
</tr>
<tr>
<td>Construction Site Signs</td>
<td>Maximum aggregate area of 32 square feet per street frontage</td>
</tr>
<tr>
<td>Electronic Open Signs</td>
<td>Maximum area of 3 square feet</td>
</tr>
<tr>
<td></td>
<td>Maximum of 1 sign per street frontage</td>
</tr>
<tr>
<td>Government and Community Signs</td>
<td>Traffic control signs</td>
</tr>
</tbody>
</table>

The Monterey City Code is current through Ordinance 3608, passed December 17, 2019.
<table>
<thead>
<tr>
<th>Exempt Sign</th>
<th>Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Transit signs not exceeding 3 square feet</td>
</tr>
<tr>
<td></td>
<td>Street identification signs</td>
</tr>
<tr>
<td></td>
<td>Utility signs</td>
</tr>
<tr>
<td></td>
<td>Signs on City property for City civic events and services</td>
</tr>
<tr>
<td>Ballpark Advertising Banners</td>
<td>Banners on the outfield fences at Jacks and Sollecito ballparks authorized by the Parks and Recreation Department's Ballpark Advertising Program</td>
</tr>
<tr>
<td></td>
<td>Maximum aggregate area of 32 square feet per banner</td>
</tr>
<tr>
<td>Temporary Private Party Signs During Construction Projects in the Adjacent Right-of-Way</td>
<td>Permitted only during periods of construction in adjacent right-of-way; the signs must be removed immediately upon restoration of traffic flow on the affected right-of-way construction zone</td>
</tr>
<tr>
<td></td>
<td>The lot or parcel on which the business is located must be immediately adjacent to the right-of-way construction zone</td>
</tr>
<tr>
<td></td>
<td>Temporary signs are limited to 1 per business, per street front and are limited to 16 square feet in area and can be no more than 5 feet in height</td>
</tr>
<tr>
<td></td>
<td>Any signs on public sidewalks must give clearance of 5 feet for pedestrians to pass by</td>
</tr>
<tr>
<td></td>
<td>No illumination</td>
</tr>
<tr>
<td>Temporary Private Party Ground-Mounted Signs on Private Property</td>
<td>Temporary signs displaying a noncommercial (e.g., ideological, religious, political) message</td>
</tr>
<tr>
<td></td>
<td>Maximum aggregate area of 16 square feet per individual sign and 80 square feet cumulative total area for all signs on a property</td>
</tr>
<tr>
<td>Interior Signs</td>
<td>Any sign not visible from another lot of record or from a public right-of-way</td>
</tr>
<tr>
<td>No Trespassing/No Parking Signs</td>
<td>Must be posted in compliance with Federal, State and local laws</td>
</tr>
<tr>
<td>Parking Lot Signs</td>
<td>Maximum area of 3 square feet per sign and maximum of 1 sign per 3 parking spaces</td>
</tr>
<tr>
<td>Exempt Sign</td>
<td>Conditions</td>
</tr>
<tr>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td>Personally Attended Signs in Traditional Public Forum Areas</td>
<td>Temporary signs may be displayed daily from 7:00 a.m. until 9:00 p.m., except on occasions when the City Council or other public body with offices in the City is holding a public hearing or meeting. On such occasions, the display period is extended to 30 minutes after such meeting is officially adjourned. The maximum size of any 1 sign is not to exceed 32 square feet, and the height is not to exceed 10 feet as measured from the ground. The maximum distance between a person and a personally attended sign is 5 feet. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance of 5 feet for pedestrians to pass by.</td>
</tr>
<tr>
<td>Real Estate Signs</td>
<td>Maximum of 1 sign per street frontage. Maximum area of 16 square feet per sign.</td>
</tr>
<tr>
<td>Signs Required by Federal or State Law</td>
<td>Signs required for compliance with the Americans with Disabilities Act (ADA), California Coastal Act, etc.</td>
</tr>
<tr>
<td>Handheld Signs in Traditional Public Forum Areas</td>
<td>Temporary signs may be displayed daily, in traditional public forum areas, from 7:00 a.m. until 9:00 p.m., except on occasions when the City Council or other public body with offices in the City is holding a public hearing or meeting. On such occasions, the display period is extended to 30 minutes after such meeting is officially adjourned. Maximum aggregate area of 6 square feet. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance of 5 feet for pedestrians to pass by.</td>
</tr>
</tbody>
</table>
TABLE 31-1: Exempt Signs

<table>
<thead>
<tr>
<th>Exempt Sign</th>
<th>Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window Displays</td>
<td>A window display is an arrangement of merchandise, including graphics and text, that is at least 18 inches in depth and is displayed in a building window</td>
</tr>
<tr>
<td></td>
<td>Must be 4 square feet or less to be exempt</td>
</tr>
<tr>
<td>Window Signs</td>
<td>Maximum area of 10% of window area or 4 square feet per window, whichever is greater</td>
</tr>
</tbody>
</table>

D. **Prohibited Signs:** The City has a compelling interest to prohibit certain signs on City property to prevent damage to public property, avoid the administrative burdens associated with the need to monitor the placement of signs on public property and their eventual removal, preserve the prominence of public signs and lines of sight in the interests of traffic safety, to prevent interference with the normal maintenance and upkeep (e.g., watering, mowing, planting) of City property, and to prevent visual blight. The City has a compelling interest to prohibit certain signs to uniformly further the purpose and objectives of this chapter and to enforce local, State and Federal law. The following signs are prohibited and subject to abatement by the City of Monterey:

TABLE 31-2: Prohibited Signs

<table>
<thead>
<tr>
<th>Prohibited Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs intentionally oriented so as to be visible from a State or Federal highway, public park, or public beach. Signs that are incidentally visible from a State or Federal highway and/or are primarily directed towards another public street are not prohibited. If necessary, any such determination shall be made by the Architectural Review Committee</td>
</tr>
<tr>
<td>Attention-getting devices</td>
</tr>
<tr>
<td>Backlit translucent awning signs</td>
</tr>
<tr>
<td>Electronic message signs (excludes traffic control signs)</td>
</tr>
<tr>
<td>No private party permanent signs on City property excluding ballpark advertising banners as authorized in Table 31-1 and except as permitted under Section 31-7(B). A permanent sign is any sign which remains in use for more than 47 days</td>
</tr>
<tr>
<td>No private party signs may be mounted, erected, maintained, or displayed on City property or in the right-of-way except as authorized in Table 31-1. This prohibition shall not apply to the use of City property pursuant to a special event permit, license agreement, concession, or lease.</td>
</tr>
</tbody>
</table>
### TABLE 31-2: Prohibited Signs

<table>
<thead>
<tr>
<th>Prohibited Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly reflective and fluorescent (day-glow) signs</td>
</tr>
<tr>
<td>Off-site signs (except as permitted under Section 31-7(B) or commercial directory programs)</td>
</tr>
<tr>
<td>Signs posted on trees, utility poles, traffic sign posts, light posts, traffic signals or any other official traffic control device (excludes approved decorative streetlight banners)</td>
</tr>
<tr>
<td>Signs placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot</td>
</tr>
<tr>
<td>Signs which simulate or imitate in size, color, lettering or design any traffic sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic</td>
</tr>
<tr>
<td>Signs which are prohibited in a specific plan, master plan, area plan, or similar land use document adopted by the City Council</td>
</tr>
</tbody>
</table>

**E. Substitution of Messages.** Subject to the consent of the property owner or person in control or possession of the property, a noncommercial message of any type may be substituted for all or part of the commercial or noncommercial message on any sign allowed pursuant to this chapter. Such substitution of message may be made without any additional approval or permitting. Design criteria that may apply to commercial signs, such as color, lettering style or compatibility with other signs on the same parcel, do not apply to noncommercial signs. No special or additional approval is required to substitute a noncommercial message for any other message on an allowable sign, provided the sign structure is already approved or exempt from the approval requirement. When a noncommercial message is substituted for any other message, the sign is still subject to the same locational and structural regulations, such as size, height, illumination, maintenance, building and electrical code requirements, as would apply if the sign were used to display a commercial message or some other noncommercial message. In the event of any perceived or actual conflict between the general provisions of this subsection and other specific provisions in this chapter, the provisions of this subsection shall prevail.

**F. Street Banners.** Nothing in this chapter limits in any way the City's ability to use City property for the expression of its own messages. No banner shall extend over or into a street, alley, sidewalk, or other public place except those banners placed by the City for the purpose of promoting its own messages and civic events. The City declares its intent that banners placed by the City on Alvarado Street and Calle Principal bear the City's own messages, and that the placement of such banners by the City shall not function as the designation of a traditional public forum. (Ord. 3607 § 3, 2019; Ord. 3603 §§ 3, 4, 2019; Ord. 3592 §§ 2, 3, 2019; Ord. 3547 §§ 3, 4, 2016; Ord. 3506 §§ 3 – 6, 2014; Ord. 3475 § 2, 2012)
Sec. 31-4. Guidelines.

A. The City of Monterey has a compelling interest to adopt guidelines that will offer an equal and consistent basis for evaluating signs, will inform the public of the City's general expectations for the size, location, and design of signs, and will provide a clear means to achieve the purpose and objectives of this Chapter. As such, the City Council shall adopt, by resolution, Citywide Sign Guidelines that provide numerical and other design guidelines that prescribe a means for achieving the purposes and objectives of this Chapter.

B. The sign guidelines contained in a Specific Plan, Area or Neighborhood Plan, or similar adopted land use document are intended to more specifically describe the expectations for signs in that particular area. Such guidelines shall be considered to preempt and replace the Citywide Sign Guidelines should there be a conflict. Otherwise, the Citywide Sign Guidelines shall apply to all areas within the City.

C. As rigid numerical or other design standards may preclude exceptional design that might better achieve the purpose and objectives of this Chapter, exceptions to these Citywide Sign Guidelines may be offered by the Architectural Review Committee. Such exceptions may not be offered to prohibited signs and any resulting determinations shall be supported by clear and descriptive findings that are consistent with and which achieve one (1) or more of the purposes and the objectives of this Chapter. (Ord. 3475 § 2, 2012)

Sec. 31-5. Review Procedures.

A. General Review. The Architectural Review Committee shall be primarily responsible for the review of sign applications to determine conformance with these standards and for the approval of Sign Permits. The Historic Preservation Commission shall be responsible for the review of sign applications on designated historic properties and shall apply these standards to such review.

B. Concurrent Review. For projects involving new construction or exterior alterations that affect signs, an application for a Sign Permit may be submitted concurrently with the application for Architectural Review.

C. Minor and Major Signs. The Architectural Review Committee shall adopt, by resolution, and maintain a list of sign types that are determined Minor Signs or Major Signs. The review of these signs shall be conducted as follows:

1. Major Signs shall be reviewed by the Architectural Review Committee or Historic Preservation Commission.

2. Minor Signs shall be reviewed administratively by City Planning staff. At the specific request of any interested party or staff, any Minor Sign application may be referred to the Architectural Review Committee or Historic Preservation Commission for an administrative decision.

D. Noticing Requirements. When a sign application includes an internally illuminated sign or a freestanding sign that is inconsistent with the Citywide sign guidelines, written notices shall be sent by U.S. Mail at least ten (10) days prior to the public meeting to all owners of property located within one hundred (100) feet of the perimeter of the project site.

The Monterey City Code is current through Ordinance 3608, passed December 17, 2019.
E. **Appeal.** Any final decision of City staff may be appealed to the Architectural Review Committee within ten (10) days of the decision. Any final decision of City staff on historic designation properties may be appealed to the Historic Preservation Commission within ten (10) days of the decision. Similarly, any decision of the Architectural Review Committee or Historic Preservation Commission may be appealed to the Planning Commission. All appeals shall proceed pursuant to the process described in Section 38-203 et seq.

F. **Multitenant Sign Program.** A Multitenant Sign Program is required for all multitenant buildings with multiple tenants. In cases where a multitenant building does not have an approved Sign Program, a new Sign Permit shall not be approved until a Sign Program is approved for the entire building and/or site. (Ord. 3547 § 5, 2016; Ord. 3475 § 2, 2012)

**Sec. 31-6. Submittal Requirements.**

Submittal requirements for Sign Permit applications shall be developed, maintained, and adopted by the Plans and Public Works Department, shall be made available to the public at City Hall, and shall be subject to review and oversight by the Architectural Review Committee or Historic Preservation Commission. (Ord. 3475 § 2, 2012)

**Sec. 31-7. Required Findings for Approval.**

A. **Findings.** In order for a sign permit application to be approved and a sign permit to be issued pursuant to this chapter, the Architectural Review Committee, Historic Preservation Commission, or the City Planning staff, as applicable, must first make the following findings. Such findings shall be made in writing.

1. The proposal achieves the purposes and objectives of this chapter;

2. The proposal is consistent with all applicable sign guidelines or has been determined by the Architectural Review Committee to better achieve the purpose and objectives of this chapter than the strict application of said sign guidelines; and

3. The proposal is consistent with any other adopted land use document including, but not limited to, the Monterey general plan, area or neighborhood plans, design guidelines, or specific plans.

B. **Off-Site Sign on City Property Encroachment Permit.** In addition to the findings required by subsection (A) of this section, in order for an off-site sign permit on City property to be approved, the Architectural Review Committee, Historic Preservation Commission, or the City Planning staff, as applicable, must first make the following findings. Such findings shall be made in writing.

1. A sign encroachment permit shall be granted only when, because of special circumstances applicable to the property in terms of location or surroundings, the strict application of the sign regulations deprives such property of a privilege to post a sign for public view enjoyed by other properties in the vicinity that are under an identical zoning classification.
2. Any sign encroachment permit granted under this subsection shall be subject to such conditions as will assure that the permit will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the same vicinity and zone in which the applicant's property is situated.

3. A sign encroachment permit shall not be granted if the applicant's inability to post a sign on private property so that the message is viewable by the public:
   a. Could be avoided by an alternate development plan;
   b. Is the result of an action taken by the current property owner or prior owner of the property; or
   c. If the property can serve as a site for a sign with access to public view that is the same or better than the access enjoyed by other properties in the vicinity that are under an identical zoning classification.

4. The following conditions shall be imposed on all sign encroachment permits:
   a. Design review pursuant to Section 31-5;
   b. City Traffic Engineer review for traffic and safety hazards; and
   c. The sign must otherwise be in compliance with this chapter and the sign guidelines.

5. **Revocation.** In the event that one or more of the conditions imposed on the sign encroachment permit is violated, the Community Development Director, after notice to the permittee with an opportunity to present a response, may thereafter revoke the permit.

6. **Exception.** A sign encroachment permit shall not be required for ballpark advertising banners or temporary private party signs on City property during construction projects as authorized in Table 31-1. (Ord. 3592 § 4, 2019; Ord. 3506 § 7, 2014; Ord. 3475 § 2, 2012)

**Sec. 31-8. Maintenance, Duration and Extension, Appeals.**

A. **Installation and Maintenance.** The approved sign shall be installed and maintained indefinitely as shown on the approved plans unless a formal request for revision or a subsequent application is approved by the Architectural Review Committee, Historic Preservation Commission or City Planning staff, as applicable. Sign requirements imposed by any other department, division, board, or agency, within the City of Monterey or otherwise, must be consistent with the Sign Permit. If sign requirements imposed by any other department, division, board, or agency are inconsistent with the Sign Permit, the permittee must apply for the terms of the Sign Permit to be modified within five (5) days. All signs must be maintained in the same condition as when the sign was installed. Failure to maintain the Sign in its approved condition constitutes a violation of the Monterey City Code. Normal wear and tear of aged signs shall be repaired when they detract from the visible quality of the sign, as determined by the City Planning staff. When signs are repaired, they must be done so in a manner (paint colors shall match, etc.) that is consistent with terms of the Sign Permit. When signs are removed, the wall behind the sign shall be repaired and painted to match the rest of the building wall within thirty (30) days of the date of the removal.
B. *Abandoned or Unsafe Signs.* Any sign, including its supporting structure, which after a lapse of at least sixty (60) days, no longer identifies the current occupant, shall be deemed an abandoned sign and a public nuisance. It shall be removed, along with any supporting structure, by the owner of the property on which it is located within thirty (30) days of written notice by the City. Any sign that, in the opinion of the Building Official, is unsafe or insecure, shall be deemed an unsafe sign and a public nuisance, and shall be corrected or removed, together with any supporting structure, by the owner of the property on which the sign is located, as directed by the Building Official.

C. *Duration and Extension.* If a building permit has not been granted within two (2) years of the date of approval of the Sign Permit or if a sign not requiring a building permit has not been installed within two (2) years of the date of approval of the Sign Permit, the Sign Permit approval shall be null and void, unless extended by the Architectural Review Committee, Historic Preservation Commission, or the City Planning staff. Requests for an extension shall be made in writing a minimum of ten (10) days prior to the expiration date.

D. *Effective Date and Appeals.* Decisions of the Architectural Review Committee, Historic Preservation Commission, or City Planning staff shall become effective on the tenth day after the date of a decision, unless appealed by any interested party under Section 38-203 et seq. (Ord. 3475 § 2, 2012)

**Sec. 31-9. Sign Abatement.**

A. **Legal Nonconforming Signs.** Signs which lawfully existed prior to the adoption of this chapter and are now or may hereafter be prohibited by this chapter, as the same may be changed from time to time, are deemed to be legal nonconforming signs.

B. **Qualifying Circumstances.** Legal nonconforming signs may be maintained indefinitely after the adoption of the ordinance codified in this chapter. However, if at any time any of the following circumstances occur, the legal nonconforming signs shall be removed or made to be conforming:

1. There is a change in land use classification of the entity or property served by the sign.

2. The sign is intentionally or unintentionally removed or altered for any reason.

3. **Enforcement.** Any sign not in compliance with this chapter is hereby declared to be a public nuisance and may be remedied pursuant to the procedures set forth in Section 22-38.3 (Remedies for Public Nuisance).

4. Failure of the City Planning staff to notify the property owner and/or the operator does not authorize the continued use of the sign or release the property owner and/or operator from compliance with this section. (Ord. 3506 § 8, 2014; Ord. 3475 § 2, 2012)

**Sec. 31-10. Definitions.**

1. **A-Frame Sign.** A small portable freestanding sign.

2. **Address Sign.** Sign installed in compliance with Article 901.4.4 of the 1997 Uniform Fire Code.
3. *Alteration.* Any increase in sign area and/or height; change in illumination; or modification or replacement of sign face and/or sign structure.

4. *Ancillary Information Signs.* Small signs generally used in commercial business including, but not limited to, information regarding credit cards, property management, hours of operation, OPEN, etc.

5. *Architectural Review Committee (ARC).* The committee established in Section 2-4.00 et seq., and granted the responsibility to review sign applications, per this chapter.

6. *Attention-Getting Device.* Pennants, streamers, spinners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-getting devices.

7. *Awning Sign.* A sign that is painted on, attached to, or applied directly to an awning.

8. *Backlit Translucent Awning Sign.* Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.

9. *Banner Sign.* A flexible sign of lightweight fabric or similar material typically supported at two (2) or more points and hung on a building or otherwise suspended down or across its face, or across a public right-of-way.

10. *Building Face.* A vertical planar wall surface including windows that is at least ten (10) feet in width and eight (8) feet in height and constitutes a distinct perimeter boundary of the building.

11. *Building Frontage.* The horizontal distance along a building face that is oriented in parallel to a public right-of-way or public walkway, not including the Monterey Peninsula Recreational Trail. For purposes of this definition, a public walkway is a path leading to a business entrance.

12. *City Planning Staff.* As used in this chapter, the City Planning staff of the City of Monterey or a designee.

13. *Commercial Directory Program.* A coordinated system of signs installed in the public right-of-way and/or on private property that provide directional information regarding specific sites, institutions, and/or commercial businesses.

14. *Construction Site Sign.* A temporary sign located on a construction site that denotes or advertises the architect, builder, contractor, subcontractor, developer, funding source, etc., or describes the project.

15. *Corner Sign.* A sign that is installed on the corner of a building and is intended to be viewed from more than one (1) direction. Corner signs are generally oriented at an approximate forty-five (45) degree angle toward the intersection.

16. *Directory Sign.* A sign that is installed against an exterior building wall and provides a listing of the tenants inside of a multitenant building.

17. *Electronic Sign.* Any sign that conveys any message through the use of electronic display, light emitting diodes (LED), liquid crystal display (LCD), television or computer screen, or other electronic medium, including but not limited to OPEN, product listing, or similar signs in windows. This does not include neon signs.

18. *Freestanding Sign.* A sign that is installed apart from a building.
19. **Government and Community Sign.** Signs installed by the City of Monterey or other public agency or utility with the sole purpose of promoting public safety or well-being. This excludes signs denoting public facilities or garages.

20. **Halo-Lit Sign.** Any sign constructed in such a way that illumination is projected from directly behind the lettering, creating a continuous glow behind and around the letters. Also known as reverse channel letters.

21. **Handheld Sign.** A temporary sign displaying a noncommercial message (e.g., political, ideological, religious) that is held by a natural person.

22. **Hanging Sign.** A sign that is suspended in parallel to the building face, generally in front of a window, balcony opening, or other recess.

23. **Height.** The height of a sign is the vertical distance from the top of the sign to the grade directly below the sign. In cases of freestanding signs, height is the measurement to the lowest grade within six (6) linear feet of the base of the sign.

24. **Highly Reflective and Fluorescent Sign.** Signs made wholly or partially of highly reflective material and fluorescent or day-glow painted signs.

25. **Illegal Sign.** An illegal sign is any sign which does not meet the requirements of this code and is not a legal nonconforming sign.

26. **Internally Illuminated Sign.** Any sign constructed in such a way that illumination is wholly or partially achieved by projecting light through a transparent or semi-transparent solid surface.

27. **Legal Nonconforming Sign.** A sign that was lawfully installed with a sign permit but does not comply with the current sign standards.

28. **Lot Frontage.** The horizontal distance along a lot line adjacent to a public street.

29. **Lux.** The SI unit of illuminance and luminous emittance measuring luminous power per area. It is used in photometry as a measure of the intensity, as perceived by the human eye, of light that hits or passes through a surface. One (1) lux is equal to one (1) lumen distributed over an area of one (1) square foot.

30. **Monument Sign.** A freestanding sign with a solid pedestal.

31. **Multitenant Sign Program.** A comprehensive design document that describes the allowed size, materials, and location of signs for each storefront and/or tenant in a multitenant building.

32. **No Trespassing Sign.** Trespassing warnings that are posted in compliance with the requirements of Federal, State and local laws.

33. **Off-Site Sign.** A sign advertising a business, product, or service not located on the same premises. This definition includes billboards.

34. **Outdoor Display.** A sign consisting of displayed merchandise, mannequins, or other objects or products displayed outdoors for the purpose of attracting attention to the premises or business.
35. **Parking Lot Sign.** A sign installed in parking lots that restricts the use of parking spaces for certain businesses, that states no parking, provides directional information to on-site motorists, or similar noncommercial message relating to parking lot management.

36. **Personally Attended.** Means that a person is at all times physically present within five (5) feet of a Temporary Sign displaying a noncommercial (e.g., political, ideological, religious) message.

37. **Pole Sign.** A sign with a minimum height of eight (8) feet, as measured to the top of the sign, that is installed atop a pole or other similar structure that is solely intended to elevate the sign to increase visibility.

38. **Premises.** A single lot of record and all of the buildings contained thereon. Adjoining lots of record under common ownership do not constitute a single premises but are considered individual premises.

39. **Projecting Sign.** A small sign that projects perpendicularly from the face of a building and generally overhangs a walkway.

40. **Public Entrance.** An exterior doorway providing access to the public during ordinary business hours.

41. **Real Estate Sign.** A sign indicating that the property on which the sign is located is for sale, rent, or lease and providing relevant contact information.

42. **Roof Sign.** A sign or any portion thereof erected or painted on or over the roof covering any portion of a building, and either supported on the roof or on an independent structural frame or sign tower, or located on the side or roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

43. **Sign.** Any visual device or representation designed or used for the purpose of communicating a message or identifying or attracting attention to a premises, product, service, person, organization, business or event, with or without the use of words.

44. **Sign Area.** The area of a sign calculated by determining the number of square feet of the smallest rectangle(s) within which a sign face can be enclosed. In determining the area of an individual sign that has more than one (1) face (e.g., a freestanding or A-frame sign), the single sign face with the greatest area shall be used. Perfectly circular signs are measured by determining the circular area \(A=\pi r^2\) of the sign face.

45. **Sign Face.** The sign face is any visible portion of a sign, including all characters, symbols, and structural or nonstructural background (e.g., cabinet frame or painted border), but not including the base of a freestanding sign.

46. **Sign Height.** The height of a sign is the vertical distance from the top of the sign to the grade directly below the sign including the support structure and any projecting design elements. For freestanding signs, sign height shall be measured to the lowest grade within six (6) horizontal feet of the base of the sign to account for any significant change in grade, retaining walls, mounded earth, etc.

47. **Sign Permit.** A written approval supported by appropriate findings issued by the City of Monterey authorizing display of a sign or signs, or of a multitenant sign program.
48. **Storefront.** A storefront is a distinct architectural unit within a building that contains a distinct public entrance accessible from a public sidewalk or private walkway. In cases where multiple tenants share a single public entrance, the entire area containing the entrance shall be considered a single storefront and sign area shall be permitted accordingly.

49. **Street Identification Sign.** A sign installed by the City of Monterey to identify a street.

50. **Temporary Banner Sign.** A banner sign that is displayed on a temporary basis.

51. **Temporary Sign.** A sign constructed of cloth, canvas, light fabric, cardboard, wallboard, poster board, or other light materials, with or without frames, and mounted in a nonpermanent manner, displaying a noncommercial message which remains in use not more than forty-seven (47) consecutive days. Temporary signs are not durable and therefore may not be used for more than forty-seven (47) days.

52. **Traditional Public Forum.** City-owned streets, City-owned parks, and sidewalks connected to the main pedestrian circulation system.

53. **Traffic Control Sign.** A sign installed in the public right-of-way with the sole purpose of controlling or directing traffic, or conveying traffic-related information to motorists.

54. **Transit Sign.** A sign identifying transit stops, facilities, times and bus routes.

55. **Utility Sign.** A sign temporarily placed by utility companies as part of the normal operation and maintenance of facilities such as public telephones and underground services.

56. **Wall Sign.** A sign that is painted, applied, projected, or attached directly to or within eight (8) inches of a vertical exterior wall of a building and is oriented in parallel to the building face.

57. **Window Area.** The product of the height and width of a window as measured to the interior finished structural members that support the installed windows. Window area shall not consider individual nonstructural window dividers or Mullions.

58. **Window Display.** A window display is an arrangement of merchandise, including graphics and text, that is at least eighteen (18) inches in depth and is displayed in a building window. If a window display includes a sign greater than four (4) square feet located within eighteen (18) inches of the window surface, it is considered a sign.

59. **Window Sign.** A sign painted directly on a window, affixed to the inside of a window, or located inside facing a window and located within eighteen (18) inches of a window surface. (Ord. 3547 §§ 6, 7, 2016; Ord. 3506 § 9, 2014; Ord. 3475 § 2, 2012)
The Monterey City Code is current through Ordinance 3608, passed December 17, 2019.

Disclaimer: The City Clerk's office has the official version of the Monterey City Code. Users should contact the City Clerk's office for ordinances passed subsequent to the ordinance cited above.

City Website: [www.monterey.org](http://www.monterey.org)
Code Publishing Company
Chapter 17.40
SIGNST

Sections:
17.40.010 Purpose.

17.40.020 Permit Process.

17.40.030 Business Signs.

17.40.040 Interior Signs.

17.40.050 Other Signs Associated With a Business.

17.40.060 Residential Signs.

17.40.070 Temporary Signs.

17.40.080 Removal of Abandoned Signs.

17.40.010 Purpose.

Signs are instrumental in maintaining the City of Carmel-by-the-Sea’s village character. The City has no house numbering system so residents often place signs outside their homes for identification. Business signs typically are made of wood and are oriented toward the pedestrian rather than the automobile. These residential and business signs create a unique village environment, which encourages exploration and discovery.

This chapter establishes standards and guidelines to preserve and enhance the appearance of the community as a place in which to live and work. These standards and guidelines ensure that signage is used as identification and not as advertisement or a notice-attracting device. Furthermore, these standards prevent the installation of an excessive number of signs, avoid visual clutter and eliminate hazards to pedestrians and motorists brought about by distracting signs.

The sign standards also implement the following objectives and policies of the General Plan:
| O1-17: | Maintain diligent control over signs and other advertising or notice-attracting facilities in order to avoid unsightly, bizarre, and/or out-of-scale visual impacts, including exterior lighting and lights from window displays. |
| P1-53: | Limit the use of unnecessary or unsightly design elements such as excessive numbers of signs, nonfunctional awnings, exterior displays, interior displays, and architectural contrivances used primarily as advertising or notice-attracting features visible from the public right-of-way. |
| P1-54: | Prohibit business signs incorporating lights, luminous or fluorescent paints, or movement. |
| P1-55: | Encourage the location of signs near the entrance to the businesses they serve. |
| P1-56: | Encourage business signs that are simple in graphic design, informative of the business use, and compatible in color and design with adjoining structures. |

A sign may be erected, replaced, repainted, altered, relocated or maintained only in conformance with the standards and permit procedures of this chapter. The effect of this chapter is to:

A. Establish a permit system to allow a variety of sign types in the business district and residential areas subject to the standards and permit procedures in this chapter.

B. Provide for temporary signs in limited circumstances on private property subject to the standards and permit procedures of this chapter.

C. Prohibit all signs not expressly permitted by this chapter unless authorized by specific action of the Planning Commission. Prohibited signs and displays include those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows. Also prohibited are exterior signs, displays or other installations that include balloons, streamers, or other notice-attracting appendages. (Ord. 2009-07 Att. A, 2009; Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

17.40.020 Permit Process.
A. Administrative Approval. Upon submittal of an application, the following signs may be approved by the Director: business signs, temporary business signs, business directories, menu boxes, take-away menu holders, real estate signs in the public right-of-way, and parking signs. In order to be approved, these signs must satisfy the purpose, objectives, and standards described in this chapter. At least once each year the Director shall report to the Planning Commission on the business signs, directories, menu boxes and take-away menu holders that have been approved through the administrative process.

B. Planning Commission Approval. Signs which, in the opinion of the Director, require exception from the standards described in this chapter shall be reviewed by the Planning Commission. The Planning Commission also shall review all business signs painted, etched or otherwise applied to glass, all signs made of plastics, fabric or imitation wood and all signs of architectural, cultural, and historical significance. The Commission may grant exceptions only to the number, location and design of business signs. The following criteria must be satisfied to grant the exception:

1. Number. Additional business signs may be permitted in unusual circumstances such as, but not limited to, a business that has entrances on two different public rights-of-way.

2. Location. Signs shall clearly identify the business entrance. Signs shall be pedestrian-oriented except for gas stations and motels that are recognized by the City as predominantly vehicle-oriented business. Clutter from business signs at street frontages shall be avoided. Sign clutter along street frontages from multiple businesses within a courtyard or building shall be avoided.

3. Design. Any exceptions to design standards shall retain compatibility with the design, color, and scale of the building.

C. No Permit Required. The following signs on private property do not require a permit if they meet the purpose, objectives, and standards in this chapter as determined by the Director: interior signs, alarm system identification signs, house/occupant name, no soliciting/no handbills, garage/rummage/estate sale, home business, public information signs (exit, restroom, elevator, etc.) and a variety of temporary signs as identified in this chapter. Signs which, in the opinion of the Director, are out of the ordinary or which do not meet the purpose, objectives and standards of this chapter shall be removed or referred to the Planning Commission for review. (Ord. 2009-07 Att. A, 2009; Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

17.40.030 Business Signs.
A. Objectives. The primary objective of sign review is to implement the objectives and policies of the General Plan by maintaining the community's village character and natural beauty. To achieve this objective, business signs shall be:

1. Informative of the business name and use. The business name shall be the primary design feature on the sign, and all logos and other graphics shall be subordinate to the business name;

2. Simple in design. Any creative graphic depictions should be related to the business use and in scale with sign text;

3. Oriented toward the pedestrian environment within the commercial district;

4. Compatible in design, color, size and scale to the business storefront, adjoining structures and surroundings; and

5. Made of permanent and natural materials such as wood, wrought iron, ceramic or stone unless otherwise approved by the Planning Commission.

B. Types of Business Signs. There are four types of business signs that are allowed in the commercial district:

1. An exterior wall business sign which is attached to a wall, fascia or window and only one side of the sign is visible.

2. An exterior hanging business sign which hangs from a bracket mounted to a wall or overhang. Both sides of the sign are typically visible to pedestrians and contain identical designs.

3. An exterior monument business sign which is freestanding and separate from adjacent buildings. This type of sign is typically mounted on a post or a solid base.

4. An interior business sign which is located within the interior of a business, visible from exterior areas accessible to pedestrians, and includes the business name or an identifying portion of the business name. Business names and logos on merchandise are not considered signs.

C. Exterior Business Signs.

<table>
<thead>
<tr>
<th>Standards for Administrative Approval of Exterior Business Signs</th>
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<tbody>
<tr>
<td>Item</td>
</tr>
<tr>
<td>Maximum Number of Business Signs</td>
</tr>
<tr>
<td>Maximum Letter Size</td>
</tr>
<tr>
<td>Maximum Area (Hanging Sign)</td>
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<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>Maximum Area (Wall/Monument Sign)</td>
</tr>
<tr>
<td><strong>Location</strong></td>
</tr>
<tr>
<td>- As close as possible to the business entrance</td>
</tr>
<tr>
<td>- Below eave or parapet line of building</td>
</tr>
<tr>
<td>- Hanging signs shall not project more than 30&quot; from face of building</td>
</tr>
<tr>
<td>- Hanging signs shall maintain 7&quot; vertical clearance from sidewalk for pedestrians</td>
</tr>
<tr>
<td>- Monument signs shall not be mounted higher than 3' from ground</td>
</tr>
</tbody>
</table>

**Material**

Permanent, natural materials such as wood or lettering painted on glass, wrought iron, ceramic and stone

Note: Sign area shall be calculated as follows:

All faces of a multi-faced sign shall be included in the calculation of area except for a double-faced hanging or monument sign, in which case only one face shall be included.

For irregularly shaped signs, the area shall be that of the smallest rectangle that wholly contains the sign.

Brackets or other appurtenances incorporating design elements that are descriptive or informative of the business use will be included as part of the sign area. Also included are vacancy/no vacancy sign riders for motel/hotel signs.

D. Lighting of Exterior Signs. Businesses open to the public during hours of darkness shall be allowed limited exterior lighting to enable patrons to find and identify the business. These lights shall be turned off when the business is closed each evening.

### Standards for Administrative Approval of Sign Lighting

<table>
<thead>
<tr>
<th>Number</th>
<th>Type and Maximum Output</th>
<th>Design and Mounting</th>
</tr>
</thead>
</table>

https://www.codepublishing.com/CA/CarmelbytheSea/cgi/menuCompile.pl 2/3/2020
One per three square feet of sign area or
- One for each side of a double-faced hanging sign

- Incandescent (25 watts)
  - Halogen (20 watts)

- Small, bullet-type fixtures painted to match surroundings
  - Mounted to nearby building element (wall, eave, post, etc.) or incorporated into support bracket
  - Not designed or mounted so as to become part of the sign
  - Architecturally compatible with building or mounted to be recessed or shielded or otherwise not readily visible to pedestrians
  - Aimed directly toward sign but not toward eye level of pedestrian or vehicle traffic

(Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

17.40.040 Interior Signs.

A. Interior Signs. Those interior signs that are visible from exterior areas accessible to pedestrians and which meet the following standards are allowed without a permit. All interior signs shall be designed and lettered in a professional and attractive manner. Interior signs that do not meet these standards are prohibited.

### Standards for Permitted Interior Signs

<table>
<thead>
<tr>
<th>Standards for Permitted Interior Signs</th>
<th>Number</th>
<th>Maximum Size (Each Sign)</th>
<th>Maximum Aggregate Area of Signage</th>
<th>Maximum Letter Size</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affixed to a window</td>
<td>Six</td>
<td>N/A</td>
<td>100 square inches</td>
<td>One inch</td>
<td>Closed/open, hours of operation, will return, alarm, no food or drink, credit card (see note 2)</td>
</tr>
</tbody>
</table>
| 0' - 5' from the storefront           | Unlimited | One square foot            | Two square feet                  | One inch            | - Unlimited content
  - Business name or identifying part of the business name are limited in area to 10% or less area of each sign |
| 5' or more beyond the storefront     | Unlimited | N/A                      | Six square feet                  | Three inches        | - Unlimited content
  - Business name or identifying part of the business name are limited in area to 10% or less of each sign |

Notes:

1. Signs advertising general sales or closing-out sales-going-out-of-business sales shall adhere to the standards for permitted interior signs. Interior signs advertising closing-out sales-going-out-of-business sales may be displayed for no more than 45 days pursuant to CMC 5.20.030.

https://www.codepublishing.com/CA/CarmelbytheSea/cgi/menuCompile.pl 2/3/2020
2. Credit card signs shall not exceed two square inches per sign and are exempt from the maximum aggregate area standards applicable to signs affixed to windows. Alarm system identification signs 144 square inches or smaller in sizes are exempt from the maximum aggregate area standards applicable to signs affixed to windows.


17.40.050 Other Signs Associated With a Business.

A. Temporary Business Sign. A “temporary business sign” refers to a sign temporarily approved by the City while a permanent sign is being made or is awaiting City review.

<table>
<thead>
<tr>
<th>Standards for Administrative Approval of Temporary Business Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number</strong></td>
</tr>
<tr>
<td>------------</td>
</tr>
</tbody>
</table>
| One | Three square feet | Shall be removed upon approval of a permanent sign or upon expiration of the temporary approval | - Simple in graphic design  
- Limited to business name and opening date |

B. Business Directory. A “business directory” is a permanent sign listing the names of several individual businesses located on the same property, or in the same courtyard or building.

<table>
<thead>
<tr>
<th>Standards for Administrative Approval of Business Directories</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number</strong></td>
</tr>
<tr>
<td>------------</td>
</tr>
</tbody>
</table>
| One per courtyard or building | N/A | Business placards – one inch lettering | On private property | - Simple in design  
- Compatible in design, color, and scale with adjacent buildings |

Note: Multiple businesses which share a common entry from the exterior shall be entitled to a business sign only on the interior of the building. Directories may be placed on the building exterior to identify the interior businesses.

C. Restaurant Menu Signs. Restaurant menu signs are allowed in two forms: contained within menu boxes (for restaurants) and take-away menus (for all food uses).

1. Menu Box. A menu box is a permanently mounted architectural element on, or immediately adjacent to, the business for displaying menus, awards, or daily specials in restaurants.
2. Take-Away Menu Holder. A take-away menu holder is a small, temporary or permanent container holding take-away menus for free distribution to the public.

<table>
<thead>
<tr>
<th>Standards for Administrative Approval of Restaurant Menu Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
</tr>
<tr>
<td>Menu box</td>
</tr>
<tr>
<td>Take-away menu holder</td>
</tr>
</tbody>
</table>

D. Parking Sign. A sign that authorizes or prohibits the parking of specified vehicles on private property in the commercial (CC, SC, RC) and multifamily (R-4) districts.

<table>
<thead>
<tr>
<th>Standards for Administrative Approval of Parking Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number</strong></td>
</tr>
<tr>
<td>One per property frontage</td>
</tr>
</tbody>
</table>

(Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

**17.40.060 Residential Signs.**

A. Residential Signs. Residential signs are permitted without City review if the signs meet the purpose, objectives and standards listed below and in CMC 17.40.010, Purpose. If the sign is not listed below or all of the standards have not been satisfied, the sign requires Planning Commission review.

<table>
<thead>
<tr>
<th>Standards for Permitted Residential Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of Sign</strong></td>
</tr>
<tr>
<td>House/Occupant Name</td>
</tr>
</tbody>
</table>
| No Soliciting/No Handbills/No Trespassing | One each | 2'' x 12'' | N/A | - Private property  
  - Only at property line, front gate, front door or entry point  
  - "No Trespassing" signs shall be prohibited within 20 feet of a public beach access point | Permanent material required | No soliciting/no handbills |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Business</td>
<td>One</td>
<td>One square foot</td>
<td>No limit</td>
<td>Private property</td>
<td>Natural and permanent materials required</td>
<td>Business name on City business license</td>
</tr>
</tbody>
</table>

**Standards for Planning Commission Approval of Signs of Architectural, Cultural or Historical Significance**

- The sign contributes to the architectural, cultural, or historical character of the community
- The sign would not create confusion to the public or to public safety officials in responding to emergencies
- The sign would not adversely affect the health, safety, or welfare of the community

(Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

**17.40.070 Temporary Signs.**

**Standards for Permitted Temporary Signs**

<table>
<thead>
<tr>
<th>Type of Sign</th>
<th>Number Allowed</th>
<th>Maximum Size</th>
<th>Maximum Letter Size</th>
<th>Location</th>
<th>Material</th>
<th>Information</th>
</tr>
</thead>
</table>
| Garage/Yard/Rummage/Estate Sale | One | Three square feet | Three inches | - On private property where the sale is located  
- Only during hours of sale not nailed to trees | Less than permanent material allowed | N/A |
<table>
<thead>
<tr>
<th>Charitable Organization/Special Event</th>
<th>One per business</th>
<th>Three square feet</th>
<th>Three inches</th>
<th>N/A</th>
<th>Less than permanent material allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health, Safety, and Welfare</td>
<td>N/A</td>
<td>Minimum size needed</td>
<td>No limit</td>
<td>N/A</td>
<td>Less than permanent material allowed</td>
</tr>
<tr>
<td>Construction</td>
<td>One per contractor, architect, or subcontractor</td>
<td>Per sign – three square feet Aggregate area – six square feet area</td>
<td>No limit</td>
<td>Private property</td>
<td>Permanent or less than permanent materials allowed</td>
</tr>
<tr>
<td>Real Estate</td>
<td>One per property frontage</td>
<td>Three square feet (excludes support base and sign riders)</td>
<td>Three inches</td>
<td>- Only on the private property that is for sale, exchange, or rent</td>
<td>Less than permanent material allowed</td>
</tr>
</tbody>
</table>

- Maximum display of 15 days
- Displayed four times a year
- Must be removed at end of event

Minimum time necessary

Must have active building permit

Limited to property that is for sale, lease, rent, or exchange
- Owner or agent name, address and telephone number
- Directions to property
- Brochure boxes are allowed
<table>
<thead>
<tr>
<th>Real Estate Sign Riders</th>
<th>One per real estate sign</th>
<th>6&quot; tall x 24&quot; wide</th>
<th>No limit</th>
<th>Only on private property that is for sale, exchange, or rent</th>
<th>Less than permanent material allowed</th>
<th>e.g., Condominiums; Do Not Disturb; By Appointment Only; For Lease; For Rent; Sale or Lease; Sale Pending; Directions (if not on real estate sign), Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open House</td>
<td>One per property frontage</td>
<td>Three square feet</td>
<td>No limit</td>
<td>Only on the private property that is for sale, exchange, or rent</td>
<td>Less than permanent material allowed</td>
<td>Limited to open house, name of real estate company and directions to property Only during daylight hours</td>
</tr>
</tbody>
</table>

Notes:

1. May be placed on public property only with issuance of an encroachment permit.
2. This permit will be authorized only when:
   • Trees, shrubs or structures prevent the sign from being seen on private property;
   • All signs shall be mounted on a four-inch by four-inch wooden post; and
   • Sign location is to be determined by the Director.

(Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

17.40.080 Removal of Abandoned Signs.

A. Termination of Approved Applications. Approved applications for signs and brackets shall be considered null and void when any of the following conditions are found to exist:

1. The sign was not built or placed in strict compliance with the conditions of the approval.
2. The sign was not placed on the site, in the approved location, within 90 days from the
date of approval and no extension of time has been granted by the Director.

3. The sign refers to a business that no longer exists, whose license has lapsed, whose
business name has changed, or to which for any other reason the sign no longer
applies.

B. Removal of Abandoned Signs. Signs, directories, menu boxes, take-away menu holders,
and supporting brackets abandoned due to a closing of a business, change in the business
name, or for any other reason shall be removed by the permit holder and/or owner of the
building or premises within 10 days from the date of the action that caused the sign or
supporting bracket to be abandoned. The Director shall determine when a sign or bracket is
abandoned. The decision shall be sent by certified mail to the permit holder at his last known
address and to the property owner as shown on the latest County Assessor's roll. An appeal
may be filed within five days of receipt of a written notice of the decision. Said notice shall
include.

1. A general description of the sign or bracket;

2. That the reasonable costs of removal, as well as an administrative charge, may be
assessed in accordance with local ordinance and placed as a lien on the property;

3. That the assessments can be avoided by removal of the sign or bracket within 72
hours of the date of the notice;

4. That upon a finding of abandonment, written notification and removal of a sign
located in the public right-of-way, the sign shall be held by the City for 15 days and then
disposed of; and

5. Where the sign may be reclaimed for an abandoned sign removed from the public
right-of-way.

The cost of removal of an abandoned sign and administrative charge shall be determined by
City Council resolution. (Ord. 2004-02 § 1, 2004; Ord. 2004-01 § 1, 2004).

1 Prior legislation: Code 1975 § 1303, Ords. 150 C.S., 76-12, 81-11, 82-7, 82-18, 83-25, 88-26, 91-8, 92-7,
93-28, 94-5 and 97-9.