

COUNTY OF SAN MATEO
PLANNING AND BUILDING DEPARTMENT

DATE: April 24, 2019

TO: Planning Commission

FROM: Commissioner Lisa Ketcham

SUBJECT: Study Session on Sign Regulations in Scenic Corridors

SUMMARY: Provide a summary of policies and examples of existing signs for discussion of what specific standards apply and how best to achieve compliance.

BACKGROUND

Agricultural Advisory Committee 11/19/2018 meeting included discussion, precipitated by public correspondence, regarding proliferation of commercial signage along SR-92 scenic corridor. Committee members noted that competition for business along the corridor east of Half Moon Bay has resulted in continually escalating signage and eye-catching materials/structures. They felt that to be fair, enforcement should be even and area-wide.

DISCUSSION

The following slides will guide a discussion, using examples from the Half Moon Bay Rd (SR-92) Scenic Corridor.

- Are policies clear?
- What specific standards should apply?
- What methods are available to achieve compliance?

ATTACHMENTS

1. Chapter 36A.2 Development Review Criteria – Primary Scenic Resources Areas Criteria
2. Outdoor Advertising, Signs, Billboards and Sign Areas – Excerpts from SMC Zoning Regulations and Local Coastal Program Policies
3. San Mateo County General Plan Scenic Corridors map:
<https://planning.smcgov.org/documents/san-mateo-county-scenic-corridors>

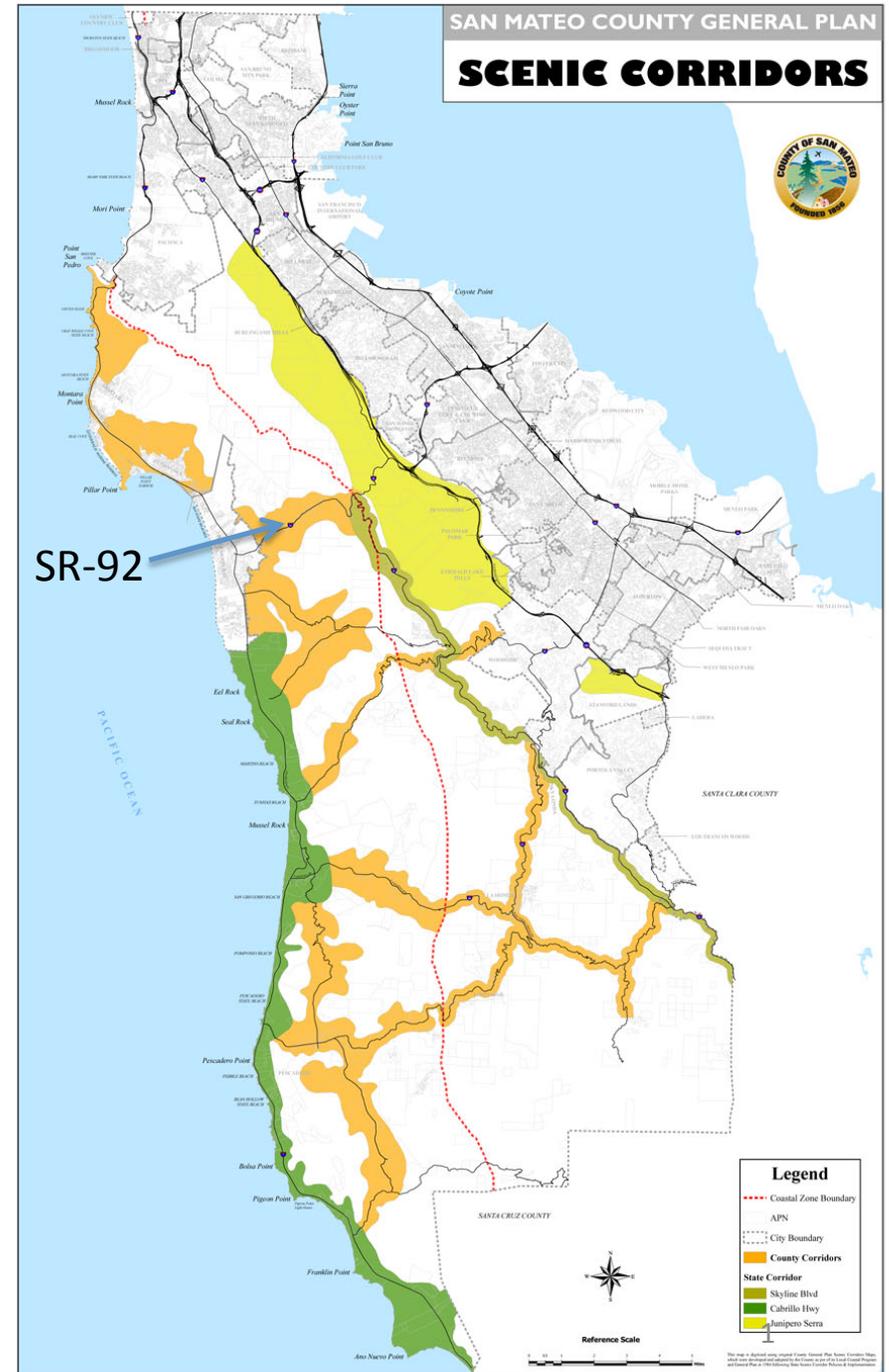
Planning Commission Study Session: Sign Regulations in Scenic Corridors

April 24, 2019

Zoning Regulations, **Definitions** §6102

ADVERTISING STRUCTURE. A structure of any kind ... for outdoor advertising purposes.

SIGN. Any card, cloth, paper, metal, wooden, plastic, or painted sign of any character placed for outdoor advertising purposes, on or to the ground or any tree, wall, bush, rock, fence, building, structure, or thing, either privately or publicly owned, other than an advertising structure.



Zoning Regulations – Development Review Criteria, Ch. 36A.2

Primary Scenic Resources Areas Criteria – §6913.1

- a. Public views within and from Scenic Corridors shall be protected and enhanced, and development shall not be allowed to significantly obscure, detract from, or negatively affect the quality of these views.
- g. Colors and plant materials shall be selected as necessary to minimize visual impact of development upon Scenic Corridors.
- j. No off-premise outdoor advertising shall be permitted. Other permitted signs shall be carefully designed to harmonize with the scenic qualities of Scenic Corridors.

General Plan – Visual Quality Policies

Architectural Design Standards for Rural Scenic Corridors

Commercial Signs (4.55)

- a. Limit on- and off-site outdoor commercial advertising, including billboards, in order to protect visual quality.
- b. Design signs to harmonize in color and materials with:
 - (1) the architectural character of the structure it identifies; and
 - (2) the visual qualities of the natural surroundings.
- c. Integrate signs with the architectural design of the building and do not extend them above the roofline of the structure.
- d. Prohibit bright or self-illuminated, rotating, moving, reflective, blinking or flashing signs.
- e. Discourage permanent use of pennants or streamers.

Local Coastal Program – Visual Resources Component

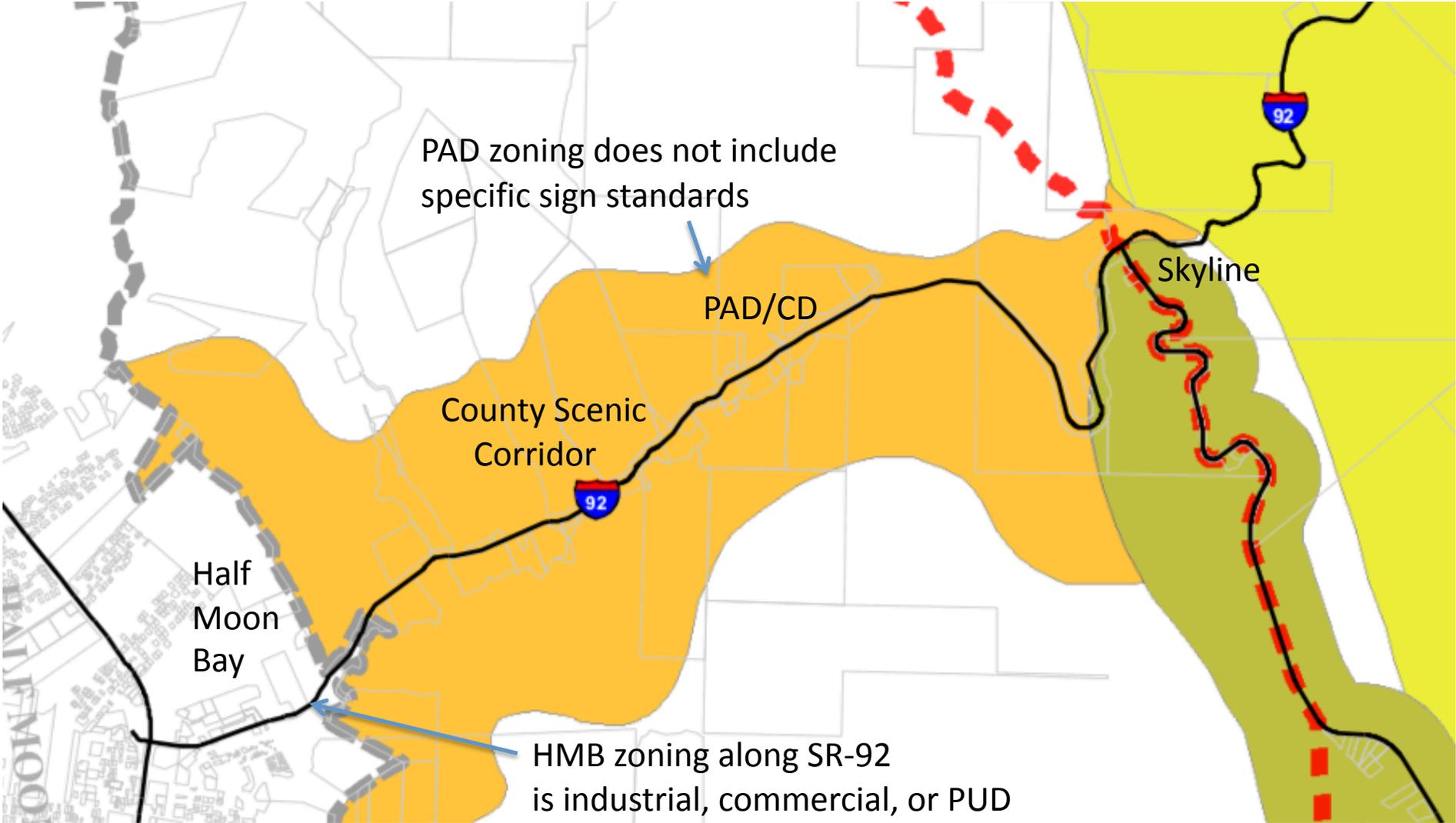
Structural and Community Features – Rural

Policy 8.21 – Commercial Signs

- a. Prohibit off-premises commercial signs except for seasonal temporary agricultural signs.
- b. Design on-premises commercial signs as an integral part of structure they identify and which do not extend above the roof line.
- c. Prohibit brightly illuminated colored, rotating, reflective, blinking, flashing or moving signs, pennants, or streamers.
- d. Design and minimize information and direction signs to be simple, easy-to-read, and harmonize with surrounding elements.

County Scenic Corridor – Half Moon Bay Rd (SR-92)

Half Moon Bay City Limit -to- Skyline



Questions for Discussion

- Are policies clear?
- What specific standards should apply?
 - height, size, location, number per business/property
- What methods are available to achieve compliance?
 - Ag Advisory Committee members felt that to be fair, enforcement should be even and area-wide.



“Design signs to harmonize in color and materials with the visual qualities of the natural surroundings.”





This? →
or
This? ↓

“Integrate signs with the architectural design of the building.” (GP)





Should signage be consolidated at entries and buildings instead of repetitive and spread out along the open scenic view?



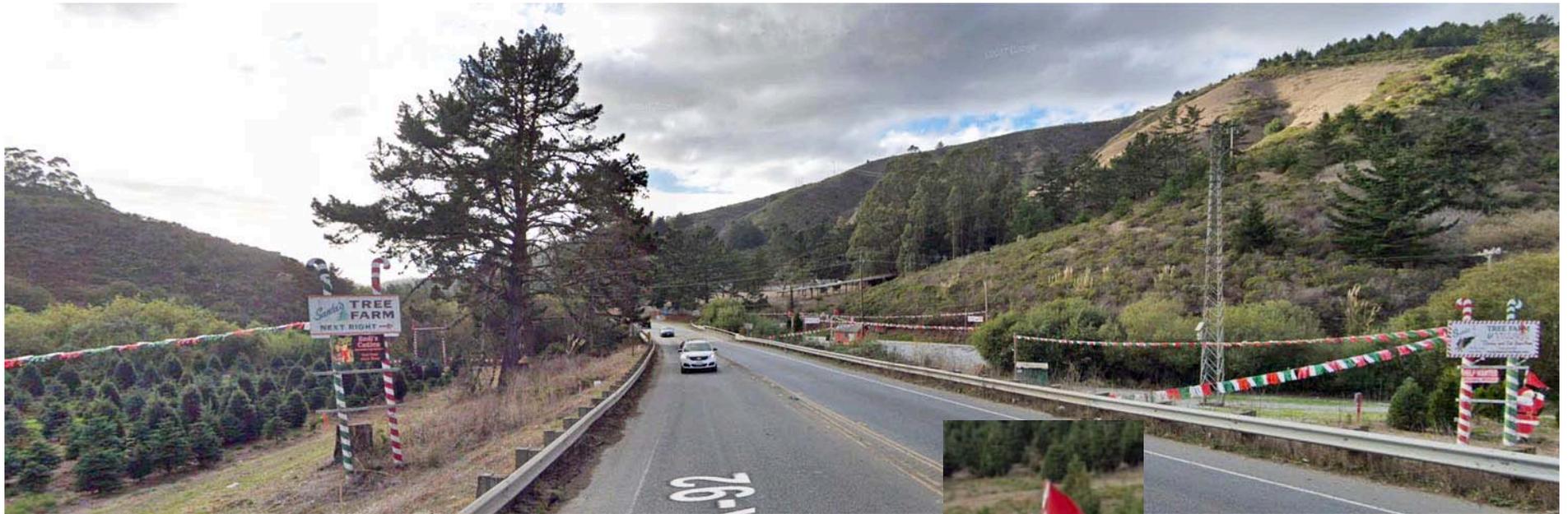


New billboard above original monument sign.



How to discourage illegal sign clutter in the Caltrans right of way?





Bright shiny flags & pennants festoon the valley, when the Tree Farm roadside stand is open in season, augmenting the 5 permanent advertising structures.



Even Santa has a flag on his head.



“No off-premise outdoor advertising shall be permitted.” §6913.1



Would off-premises advertising by community non-profits have less visual impact if organized within City Limits, outside of the scenic corridor, where zoning is industrial/commercial/PUD?



ATTACHMENTS

1. Chapter 36A.2 Development Review Criteria – Primary Scenic Resources Areas Criteria
2. Outdoor Advertising, Signs, Billboards and Sign Areas – Excerpts from SMC Zoning Regulations and Local Coastal Program Policies

Zoning Regulations – Chapter 36A.2 Development Review Criteria

SECTION 6913.1. PRIMARY SCENIC RESOURCES AREAS CRITERIA. The following criteria shall apply within Scenic Corridors and other Primary Scenic Resources Areas as defined or designated in the Open Space and Conservation Element of the San Mateo County General Plan:

- (a) Public views within and from Scenic Corridors shall be protected and enhanced, and development shall not be allowed to significantly obscure, detract from, or negatively affect the quality of these views. Vegetative screening or setbacks may be used to mitigate such impacts. Development visible from Scenic Corridors shall be so located and designed as to minimize interference with ridgeline silhouettes.
- (b) Clear cutting or removal of existing vegetation from rights-of-way is prohibited, except in those areas required for road and shoulder alignment or as required for reasons of safety, or permitted under subsections (h) and (i).
- (c) Within a corridor, pathway pavements should be colored or selected to blend in with the surrounding landscape.
- (d) In forested areas, development, including all access roads and parking areas, shall be visually screened from Scenic Corridors.
- (e) Curved approaches to Scenic Corridors shall be used in conjunction with native planting to screen access roads from view. Additional planting may be required where existing planting is considered insufficient. Planting shall be placed so that it does not constitute a safety hazard.
- (f) The number of access roads to a Scenic Corridor shall be minimized wherever possible. Development access roads shall be combined with the intent of minimizing intersections with scenic roads, prior to junction with a Scenic Corridor unless severely constrained by topography. Traffic loops shall be used to the maximum extent possible so that dead-end roads may be minimized.
- (g) Colors and plant materials shall be selected as necessary to minimize visual impact of development upon Scenic Corridors.
- (h) Selective clearing of vegetation which allows the display of important public views may be permitted.
- (i) Scenic Corridor development should include vista points and roadside rests which provide an opportunity to view scenic amenities and natural features.
- (j) No off-premise outdoor advertising shall be permitted. Other permitted signs shall be carefully designed to harmonize with the scenic qualities of Scenic Corridors.
- (k) No development, with the exception of agricultural uses, shall be permitted on grass and/or brush land in Scenic Areas unless such development will be screened effectively from existing or proposed public viewing areas or Scenic Corridors.
- (l) No development shall be permitted on a Designated Primary Landscape Feature.
- (m) No development shall be permitted to obstruct or significantly detract from views of any Scenic Area or Landscape Feature from a Scenic Corridor.
- (n) Screening as required under this section should not consist of solid fencing, rather it should be of natural materials of the area, preferably natural vegetation in conjunction with low earth berms.

**Section 6102.2,
San Mateo County**

**Zoning Regulations:
Outdoor Advertising,
Signs, Billboards, and
Sign Areas**

Document Number 13018

County Government Center

455 County Center, Second Floor

Redwood City, California 94063

(650) 363-4161

FAX (650) 363-4849

Outdoor Advertising, Signs, Billboards and Sign Areas

Excerpts from San Mateo County Zoning Regulations No. 1206 and Local Coastal Program Policies

CHAPTER 1. GENERAL PROVISIONS, DEFINITIONS.

SECTION 6102.2. ADVERTISING STRUCTURE. A structure of any kind or character erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing, painting, or other advertisement of any kind whatsoever may be placed, including statuary, for advertising purposes.

"ADVERTISING STRUCTURE" does not include:

- a. Official notices issued by any court or public body or officers;
- b. Notices posted by any public office, in performance of a public duty or by any person in giving legal notice;
- c. Directional, warning or information structures required by or authorized by law or by Federal, County, or State authority.

SECTION 6102.15. BILLBOARD. Same as "ADVERTISING STRUCTURE."

SECTION 6102.65. OUTDOOR ADVERTISING. Any card, cloth, paper, metal, wooden, plastic, or painted sign of any character placed for outdoor advertising purposes on or to the ground or any tree, wall, bush, rock, fence, building, structure, advertising, or thing, either privately or publicly owned; provided, however, that "outdoor advertising" does not include:

- a. Official notices issued by any court or public body or officer;
- b. Notices posted by any public officer in performance of a public duty or by any person in giving any legal notice;
- c. Directional, warning or information signs or structure required by or authorized by law or by Federal, State or County authority.
- d. The tree, wall, bush, rock, fence, building, structure, or thing upon which the sign is placed, other than an advertising structure as defined herein.

SECTION 6102.70. SIGN. Any card, cloth, paper, metal, painted, plastic, or wooden sign of any character placed for outdoor advertising purposes, on or to the ground or any tree, wall, bush, rock, fence, building, structure or thing, either privately or publicly owned, other than an advertising structure.

"SIGN" does not include:

- a. Official notices issued by any court or public body or officer;
- b. Notices posted by any public officer in performance of a public duty or by any person in giving any legal notice;
- c. Directional, warning or information signs or structure required by or authorized by law or by Federal, State or County authority.

SECTION 6102.71. SIGN AREA. Area of sign shall be computed by multiplying the maximum height of sign by the maximum length. Exceptions to this provision may be granted by the Planning Commission when unusual hardship would result from its strict application.

CHAPTER 4. NON-CONFORMING USES.

SECTION 6132. Any non-conforming building or structure that had an assessed valuation of Five Hundred Dollars (\$500.00) or less as shown on the assessment roll of the San Mateo County Assessor at the time of the adoption of this Part or at the time it may become non-conforming by virtue of any amendment hereto shall be completely removed from the premises upon which it is located with five (5) years from the date of the adoption of this Part.

SECTION 6133. Any non-conforming outdoor advertising structure or sign shall be completely removed from the premises upon which it is located within five (5) years from the date of the adoption of this Part, except when such sign is part of a non-conforming use in an "R" District. When it is a part of a non-conforming use in an "R" District, it may remain until the use is discontinued, but within five (5) years it must be made to conform to the provisions applicable to such signs in the district where such use would be a conforming use.

SECTION 6138. Should any building which does not conform with the regulations of this Part be destroyed by natural disaster, fire, act of God, war or other similar event to the extent that reconstruction, repairing, or rehabilitation of the building would amount to more than 75% of the replacement value of the building, such building shall be subject to all of the regulations of this Part.

CHAPTER 13. "P" DISTRICTS.

SECTION 6231. USES PERMITTED.

- a. 2. No sign of any kind, other than signs designating entrances, exits, and conditions of use, shall be maintained on such parking lot.
3. The location and design of entrances, exits, fences, plant screenings, surfacing, marking, signs, and lighting shall be subject to the approval of the Planning Commission. Accurate plans and specifications shall be submitted to the Planning Commission for such approval.

CHAPTER 14. "H-1" DISTRICTS.

SECTION 6241. USES PERMITTED.

- d. Exterior signs pertaining to the business uses conducted on the premises and subject to the following limitations:
1. Signs shall not exceed one hundred (100) square feet in area on one face and not more than one hundred fifty (150) square feet in total area on the premises. Larger areas may be authorized by use permit in exceptional cases.
 2. Attached signs shall not project above the roof line or cornice except when in the opinion of the Planning Commission the sign is an architectural part or feature of the building.
 3. Signs shall not project more than one (1) foot beyond the street property line but if a building is set back from a street property line then such a sign shall not project more than eight (8) feet from the face of the building.
 4. Signs shall not project above the roof line or cornice.
 5. Signs shall not face the side line of any adjoining lot in any "R" District, when such sign is within twenty-five (25) feet of said side line.
 6. Freestanding signs and signs projecting over sidewalk areas are subject to obtaining a use permit in each case.

CHAPTER 15. "C-1" DISTRICTS.

SECTION 6251. USES PERMITTED.

- c. Exterior signs pertaining to the business uses conducted on the premises and subject to the following limitations:
1. Signs shall not exceed one hundred fifty (150) square feet in area on one face and not more than three hundred (300) square feet in total area on the premises. Larger areas may be authorized by use permit in exceptional cases.
 2. Signs shall not project more than one (1) foot beyond the street property line but if a building is set back from a street property line then such sign shall not project more than eight (8) feet from the face of the building.
 3. Attached signs shall not project above the roof line or cornice except when in the opinion of the Planning Commission the sign is an architectural part or feature of the building.

4. Freestanding signs shall not extend to a height more than twenty (20) feet above the sidewalk or paved area except when in the opinion of the Planning Commission the sign is an architectural feature of the site.
 5. Signs shall not face the side of any adjoining lot in any "R" District when such sign is within twenty-five (25) feet of said side line.
- d. The following uses subject to securing a use permit as specified in Chapter 24 of this Part:
2. Outdoor advertising structures or signs as defined in Sections 5202 and 5203 of the Business and Professions Code of the State of California.

"C-1/NFO" DISTRICT.

SECTION 6253.4.

6. Signs.

- a. Prohibited Signs. The following signs shall be prohibited:
 - (1) Any sign that, because of its location, construction, colors, or operating characteristics, can be confused with a traffic control device or emergency vehicle.
 - (2) Signs having animated, moving, rotating, inflatable, or flashing parts.
 - (3) Signs emitting intense and focused beams of light, including beacons.
 - (4) Off-premises signs.
 - (5) Abandoned signs.
 - (6) Billboards. Existing billboards shall be considered legal non-conforming uses upon adoption of this ordinance, and shall be subject to the provisions of the Non-Conforming Uses Chapter of the Zoning Regulations. Relocation of billboards, due to street widening or other right-of-way improvements, shall be subject to the provisions of the State of California Business and Professions Code (Section 5412).
- b. Maximum Number of Signs. The maximum number of signs allowed on a parcel is one (1) sign per parcel, or one (1) sign per each 200 feet of parcel street frontage, or one (1) sign per use, whichever is greatest.
- c. Maximum Total Sign Display Area. The maximum total display area for all signs on a parcel is three-quarters (0.75) square foot per foot of parcel street frontage.

- d. Maximum Sign Height. The maximum height of signs on a parcel is as follows:
 - (1) Attached signs shall not exceed the height of the building or structure to which the sign is attached and shall not extend above the roofline.
 - (2) Freestanding signs shall not exceed fifteen (15) feet.
- e. Sign Projection. Attached signs shall not project more than four (4) feet from the building or structure to which the sign is attached. Attached or freestanding signs shall not project beyond any parcel boundary except signs may project into the public right-of-way subject to the approval of the Director of Public Works.
- f. Sign Design. The design of signs on the parcel shall reflect the architectural design of the building or structure with which the sign is associated, and incorporate unifying colors, materials, and features.

CHAPTER 16. "C-2" DISTRICTS.

SECTION 6261. USES PERMITTED.

- c. Exterior signs pertaining to the business uses conducted on the premises and subject to the following limitations:
 - 1. Signs shall not exceed two hundred (200) square feet in area on one face and not more than five hundred (500) square feet in total area on the premises. Larger areas may be authorized by use permit in exceptional cases.
 - 2. Signs shall not project more than one (1) foot beyond the street property line but if a building is set back from a street property line then such sign shall not project more than eight (8) feet from the face of the building.
 - 3. Attached signs shall not project above the roof line or cornice except when in the opinion of the Planning Commission the sign is an architectural part or feature of the building.
 - 4. Freestanding signs shall not extend to a height more than twenty (20) feet above the sidewalk or paved area except when in the opinion of the Planning Commission the sign is an architectural feature of the site.
 - 5. Signs shall not face the side line of any adjoining lot in any "R" District when such sign is within twenty-five (25) feet of said side line.
- d. The following uses subject to the securing of a use permit in each case as provided in Chapter 24 of this Part:

4. Outdoor advertising structures or signs defined in Sections 5202 and 5203 of the Business and Professions Code of the State of California.

"C-2/NFO" DISTRICT.

SECTION 6263.4.

6. Signs.

- a. Prohibited Signs. The following signs shall be prohibited:
 - (1) Any sign that, because of its location, construction, color, or operating characteristics, can be confused with a traffic control device or emergency vehicle.
 - (2) Signs having animated, moving, rotating, inflatable, or flashing parts.
 - (3) Signs emitting intense and focused beams of light, including beacons.
 - (4) Off-premises signs.
 - (5) Abandoned signs.
 - (6) Billboards. Existing billboards shall be considered legal non-conforming uses upon adoption of this ordinance and shall be subject to the provisions of the Non-Conforming Uses Chapter of the Zoning Regulations. Relocation of billboards, due to street widening or other right-of-way improvements, shall be subject to the provisions of the State of California Business and Professions Code (Section 5412).
- b. Maximum Number of Signs. The maximum number of signs allowed on a parcel is one (1) sign per parcel, or one (1) sign per each 200 feet of parcel street frontage, or one (1) sign per use, whichever is greatest.
- c. Maximum Total Sign Display Area. The maximum total display area for all signs on a parcel is three-quarters (0.75) square foot per foot of parcel street frontage.
- d. Maximum Sign Height. The maximum height of signs on a parcel is as follows:
 - (1) Attached signs shall not exceed the height of the building or structure to which the sign is attached and shall not extend above the roofline.
 - (2) Freestanding signs shall not exceed eight (8) feet.
- e. Sign Projection. Attached signs shall not project more than four (4) feet from the building or structure to which the sign is attached.

Attached or freestanding signs shall not project beyond any parcel boundary except signs may project into the public right-of-way subject to the approval of the Director of Public Works.

- f. Sign Design. The design of signs on the parcel shall reflect the architectural design of the building or structure with which the sign is associated, and incorporate unifying colors, materials, and features.

CHAPTER 17. "M-1" DISTRICTS.

SECTION 6271. USES PERMITTED.

- a. 159. Outdoor advertising structures or signs as defined in Sections 5202 and 5203 of the Business and Professions Code of the State of California.

SECTION 6275. Exterior signs pertaining to the business uses conducted on the premises and subject to the following limitations:

- a. Signs shall not exceed two hundred (200) square feet in area on one face and not more than five hundred (500) square feet in total area on the premises. Larger areas may be authorized by use permit in exceptional cases.
- b. Signs shall not project more than one (1) foot beyond the street property line but if a building is set back from a street property line then such sign shall not project more than eight (8) feet from the face of the building.
- c. Attached signs shall not project above the roof line or cornice except when in the opinion of the Planning Commission the sign is an architectural part or feature of the building.
- d. Freestanding signs shall not extend to a height more than twenty (20) feet above the sidewalk or paved area except when in the opinion of the Planning Commission the sign is an architectural feature of the site.
- e. Signs shall not face the side line of any adjoining lot in any "R" District when such sign is within twenty-five (25) feet of said side line.

"M-1/NFO" DISTRICT.

SECTION 6276.4.

6. Signs.

- a. Prohibited Signs. The following signs shall be prohibited:

- (1) Any sign that, because of its location, construction, odor, or operating characteristics, can be confused with a traffic control device or emergency vehicle.

- (2) Signs having animated, moving, rotating, inflatable, or flashing parts.
 - (3) Signs emitting intense and focused beams of light, including beacons.
 - (4) Off-premises signs.
 - (5) Abandoned signs.
 - (6) Billboards. Existing billboards shall be considered legal non-conforming uses upon adoption of this ordinance and shall be subject to the provisions of the Non-Conforming Uses Chapter of the Zoning Regulations. Relocation of billboards, due to street widening or other right-of-way improvements, shall be subject to the provisions of the State of California Business and Professions Code (Section 5412).
- b. Maximum Number of Signs. The maximum number of signs allowed on a parcel is one (1) sign per parcel, or one (1) sign per each 200 feet of parcel street frontage, or one (1) sign per business, whichever is greatest.
 - c. Maximum Total Sign Display Area. The maximum total display area of all signs on a parcel is three-quarters (0.75) square foot per foot of parcel street frontage.
 - d. Maximum Sign Height. The maximum height of signs on a parcel is as follows:
 - (1) Attached signs shall not exceed the height of the building or structure to which the sign is attached and shall not extend above the roofline.
 - (2) Freestanding signs shall not exceed fifteen (15) feet unless located adjacent to or across from a residentially zoned parcel, in which case such signs shall not exceed eight (8) feet.
 - e. Sign Projection. Attached signs shall not project more than four (4) feet from the building or structure to which the sign is attached. Attached or freestanding signs shall not project beyond any parcel boundary except signs may project into the public right-of-way subject to the approval of the Director of Public Works.
 - f. Sign Design. The design of signs on the parcel shall reflect the architectural design of the building or structure with which the sign is associated, and incorporate unifying colors, materials, and features.

CHAPTER 18. "M-2" DISTRICTS.

SECTION 6281. USES PERMITTED.

- b. Outdoor advertising structures or signs as defined in Sections 5202 and 5203 of the Business and Professions Code of the State of California.
- c. Exterior signs pertaining to the business uses conducted on the premises and subject to the following limitations:
 - 1. Signs shall not exceed two hundred (200) square feet in area on one face and not more than five hundred (500) square feet in total area on the premises. Larger areas may be authorized by use permit in exceptional cases.
 - 2. Signs shall not project more than one (1) foot beyond the street property line but if a building is set back from a street property line then such sign shall not project more than eight (8) feet from the face of the building.
 - 3. Attached signs shall not project above the roof line or cornice except when in the opinion of the Planning Commission the sign is an architectural part or feature of the building.
 - 4. Freestanding signs shall not extend to a height more than twenty (20) feet above the sidewalk or paved area except when in the opinion of the Planning Commission the sign is an architectural feature of the site.
 - 5. Signs shall not face the side line of any adjoining lot in any "R" District when such sign is within twenty-five (25) feet of said side line.

CHAPTER 22. GENERAL PROVISIONS AND EXCEPTIONS.

ARTICLE 1. USE: GENERAL PROVISIONS AND EXCEPTIONS AFFECTING.

SECTION 6400. The following accessory uses, in addition to those hereinbefore specified, shall be permitted in any "R" District, provided that such accessory uses do not alter the character of the premises in respect to their use for the purposes permitted in such respective districts.

- e. Signs for the following specified purposes provided, however, that no such sign shall be illuminated by other than reflected light and provided, further, that no fluorescent or phosphorescent paint shall be employed on any sign permitted by the provisions of this paragraph:
 - 1. Advertising the sale or lease of property on which displayed; provided that the area of such signs shall not exceed, in the aggregate, six (6) square feet for each lot advertised and that no tract sign shall exceed two hundred fifty (250) square feet in area, and provided further that a permit valid for a period of six (6) months be secured before erecting or placing any such sign or signs.

2. Personal name plates; provided that they do not exceed one (1) square foot in area.
3. Announcement signs or bulletin boards for public charitable, or religious institutions provided that such signs or bulletin boards shall not exceed twelve (12) square feet in area.
4. Advertising a non-conforming business, or industry; provided that such sign does not exceed twelve (12) square feet in area and is attached flat against the wall of the building in which such non-conforming business or industry is located; provided, however, that any signs which do not conform to the requirements of this subsection and which were in existence prior to the passage of this Part shall be made to conform to the requirements of this subsection within three (3) years of the passage of this Part.
5. Upon the securing of a use permit as provided in Chapter 24 directional signs used for directional or informational purposes of a public or quasi-public nature.

CHAPTER 19. "I/NFO" DISTRICT.

SECTION 6290.4.

7. Signs.

- a. Prohibited Signs. The following signs shall be prohibited:
 - (1) Any sign that, because of its location, construction, or operating characteristics, can be confused with a traffic control device or emergency vehicle.
 - (2) Signs having animated, moving, rotating, inflatable, or flashing parts.
 - (3) Signs emitting intense and focused beams of light, including beacons.
 - (4) Off-premises signs.
 - (5) Abandoned signs.
 - (6) Billboards. Existing billboards shall be considered legal non-conforming uses and are subject to the provisions of the Non-Conforming Uses Chapter of the Zoning Regulations.
- b. Maximum Number of Signs. The maximum number of signs allowed on a parcel is one (1) sign per parcel, or one (1) sign per each 200 feet of parcel street frontage, or one (1) sign per business, whichever is greatest.

- c. Maximum Total Sign Display Area. The maximum total display area of all signs on a parcel is three-quarters (0.75) square foot per foot of parcel street frontage.
- d. Maximum Sign Height. The maximum height of signs on a parcel is as follows:
 - (1) Attached signs shall not exceed the height of the building or structure to which the sign is attached and shall not extend above the roofline.
 - (2) Freestanding signs shall not exceed six (6) feet.
- e. Sign Projection. Attached signs shall not project more than four (4) feet from the building or structure to which the sign is attached. Attached or freestanding signs shall not project beyond any parcel boundary, except signs may project into the public right-of-way subject to the approval of the Director of Public Works.
- f. Sign Design. The design of signs on the parcel shall reflect the architectural design of the building or structure with which the sign is associated, and incorporate unifying colors, materials, and features.

CHAPTER 22. GENERAL PROVISIONS AND EXCEPTIONS.

ARTICLE 3. YARDS.

SECTION 6414. No electric or luminous signs containing red or green colors shall be erected within one hundred fifty (150) feet of an intersection containing stop lights without securing a use permit as specified in Chapter 24 of this Part.

CHAPTER 24. USE PERMITS.

Section 6500. WHEN MAY BE ISSUED. Use permits, conditional use permits, revocable use permits, and use permits valid for a term of one year, may be issued for any of the following:

- c. Location of the following uses in any district when found to be necessary for the public health, safety, convenience or welfare:
 - 10. Directional signs subject to standards as established by the Planning Commission.
- d. Location of the following uses in any district, within the Urban Areas of Coastal Zone, when found to be necessary for the public health, safety, convenience or welfare:
 - 5. Directional signs for public information purposes only (i.e., hospitals, schools, park locations, etc.). Signs shall be distinctive in their design, easy to understand, and uniform in format.

e. Location of the following uses in any district, within the Rural Areas of the Coastal Zone, when found to be necessary for public health, safety, convenience or welfare:

1. Directional signs for public information purposes only (i.e., hospitals, schools, park locations, etc.). Signs shall be distinctive in their design, easy to understand, and uniform in format.
-

EXCERPT OF LOCAL COASTAL PROGRAM POLICIES

VISUAL RESOURCES COMPONENT

STRUCTURAL AND COMMUNITY FEATURES--RURAL

8.14 Definition of Rural

Define rural as lands indicated on the LCP Land Use Map for rural use.

8.15 Coastal Views

Prevent development (including buildings, structures, fences, unnatural obstructions, signs, and landscaping) from substantially blocking views to and along the shoreline from coastal roads, roadside rests and vista points, recreation areas, and beaches.

8.21 Commercial Signs

- a. Prohibit off-premise commercial signs except for seasonal temporary agricultural signs.
- b. Design on-premises commercial signs as an integral part of structure they identify and which do not extend above the roof line.
- c. Prohibit brightly illuminated colored, rotating, reflective, blinking, flashing or moving signs, pennants, or streamers.
- d. Design and minimize information and direction signs to be simple, easy-to-read, and harmonize with surrounding elements.

SHORELINE ACCESS COMPONENT

10.20 Posting

Clearly post new or improved public access areas.

10.23 Access Trails

- e. Post caution signs on all difficult access trails.

10.26 Access Trails in Sensitive Habitats

- c. Post signs on all access trails leading to unimproved or under-protected sensitive habitats to restrict public intrusion.

FRM00266
(Rev. 6/17/93)