

SAN DIEGO COUNTY
COMMUNITY SIGNS AND BANNERS IN THE PUBLIC RIGHT-OF-WAY
SUMMARY OF ORDINANCES

Community Identification Signs (ZO 6207.b.2)

Community Identification Signs are permitted to identify a community, its civic, fraternal, and religious organizations, and its community slogan or motto, if the following requirements are met:

- i. Number and Location. Not more than one sign may be located along any principal approach route to community village areas as delineated by the General Plan. Community Identification Signs installed in the public right-of-way shall be installed entirely within County of San Diego General Plan Mobility Element Roads rights-of-way.
- ii. Area and Height. Community Identification Sign area and height are subject to the following restrictions:
 - (a) Area: A ground-mounted sign may be single-faced or double-faced with no face to exceed an area of 100 square feet. A street-spanning sign located in the public right-of-way may be single-faced or double-faced with no face to exceed an area of 225 square feet.
 - (b) Height: A street-spanning sign located in the public right-of-way may be allowed up to a height of 30 feet in order to provide a 16 foot minimum clearance between the lowest extremity of the sign and the highest ground elevation directly below. Ground-mounted signs shall not exceed a height of 20 feet.
- iii. Movement. With the sole exception of a clock, no part of any sign shall move or rotate, nor display any moving and/or rotating parts. The sign shall not include changeable copy or lights used to convey any messages or convey the effect of movement, or flashing, intermittent or variable intensity lighting.
- iv. The applicable community or sponsor group shall review the location to ensure that it is placed at the entrance of the community.
- v. Site Plan. Obtain Site Plan permit prior to installation and modification of Community Identification Signs. Waivers, exemptions or exceptions to the Site Plan review process shall not be granted. Repair or replacement of community identification signs in a manner that substantially conforms to the approved Site Plan or complete removal of community identification signs shall not require subsequent Site Plan review. A site plan permit, an encroachment permit and a construction permit shall be obtained prior to installation of any Community Identification Sign in the public right-of-way.
- vi. No advertising messages, including business or corporate names, shall be allowed on Community Identification Signs.

Directional Wayfinding Signs (ZO 6207.b.3)

Directional Wayfinding Signs are a network of uniform directional signs to identify and provide directional information along County maintained General Plan Mobility Element roads to local points of interest which are of a civic, cultural, visitor oriented or recreational nature. A site plan permit, an encroachment permit and a construction permit shall be obtained prior to installation of any Directional Wayfinding Sign.

- i. Number and Location. Directional Wayfinding Signs may be placed no more than 5 miles from the destination. Directional Wayfinding Signs shall be installed entirely within County of San Diego General Plan Mobility Element Road right-of-way. No more than 50 Directional Wayfinding Signs may be used in any community planning area. Directional Wayfinding Signs shall not direct motorists off of any County maintained General Plan Mobility Element road.
- ii. Point of Interest. Points of Interest eligible for Directional Wayfinding Signs must be open to the general public and be for one of the following types of destinations:
 - (a) Civic Oriented: Business districts, town centers, fair grounds, and event centers that promote a community.
 - (b) Cultural: Performing arts centers, concert halls, exhibit centers, live theatres or other venues open to the public for viewing art or crafts.
 - (c) Educational: Zoos, botanical gardens, nature centers, science centers and other facilities that provide educational opportunities.
 - (d) Historic: Any structures listed on the National Register of Historic Places and open to the public for guided tours.
 - (e) Recreational: Areas open to the general public for sporting events and leisure activity such as hiking, boating, fishing, pick nicking and public golf courses offering at least 9 standard holes of play.
 - (f) Museum: Facility open at least 100 days per year in which works of artistic, historical or scientific value are exhibited.
 - (g) Winery/Brewery District: The center of a region or district containing at least two state licensed wineries or breweries that are open to the public at least 100 days per year for guided tours, tasting or sales.
 - (h) Transportation: Facilities providing regular transportation by air or charter vehicle to at least 1,000 passengers per year.
- iii. Spacing.
 - (a) Signs shall be a minimum of 500 feet apart, measured along the right-of-way.

- (b) Signs shall be installed between 150 and 400 feet of the closet intersection where motorists must make a decision to turn or continue on a path to arrive at a Point of Interest.
 - (c) Each Point of Interest may be designated on no more than 4 Directional Wayfinding Signs.
- iv. Area, Height and Dimensions. Each sign shall be single-faced or double-faced with no face to exceed 32 square feet. The bottom most portion of each sign shall be 7 feet above the ground. Each sign shall contain up to six destination shingles. The total area of the sign shall assume six shingles have been placed when calculating total sign area.
 - (a) Each destination shingle shall be an interchangeable sign no more than 1 foot high by 4 feet wide. Each destination shingle shall contain one directional arrow pointing left, right or forward.
 - (b) Each destination shingle may contain one line of information with letters no more than 6 inches tall and 3 inches wide generally descriptive of the destination.
 - (c) Each destination shingle may indicate the distance to the destination in miles.
 - (d) No more than one shingle shall be provided on any one sign for each Point of Interest
- v. Design. All signs within a Community Planning Area shall contain a consistent color and design theme, as approved by the Design Review Board or Community Planning or Sponsor Group. Signs shall not contain a scrolling or variable message, moving parts or be illuminated.
- vi. Site Plan. Obtain Site Plan permit for installation and modification of Directional Wayfinding Signs. Waivers, exemptions or exceptions to the Site Plan review process shall not be granted. Repair or replacement of Directional Wayfinding Signs or destination shingles in a manner that substantially conforms to the approved installation or complete removal of Directional Wayfinding Signs shall not require subsequent Site Plan review.
- vii. Advertising Prohibited. No advertising messages or slogans shall be allowed on Directional Wayfinding Signs. The name of a business when descriptive of the Point of Interest is allowed.

Neighborhood and Business Watch Program Signs (ZO 6207.b.6)

Neighborhood Watch and Business Watch Program Signs installed as part of a County Sheriff's Department or other federal, state or local police force program to deter crime.

- i. Size.
 - (a) Neighborhood Watch Signs. Neighborhood Watch Signs may be installed within areas zoned and developed for residential use. The signs shall be no more than 18 inches wide and 24 inches tall.
 - (b) Business Watch Signs. Business Watch Signs may be installed in areas zoned and developed for commercial, retail, office or industrial uses. The signs shall be no more than 18 inches wide by 24 inches tall.
- ii. Location and Height. Signs shall be mounted at right angles to the road right-of-way. Signs shall be mounted at least 10 feet above the ground on poles approved by the Director of Public Works. Neighborhood and Business Watch Program Signs that are not located entirely on private property shall be installed entirely within County of San Diego road right-of-way. An encroachment permit shall be required for signs installed within County maintained right-of-way.
- iii. Design. Signs shall be subject to approval by the Director of Public Works

Temporary Community Event Banners (ZO 6207.b.7)

Banners to announce or promote a community, cultural, or civic event open to the general public or of general public interest such as a street fair or parade may be located within the right-of-way of a County maintained road identified on the Mobility Element of the General Plan. The banners may be either Street Spanning Banners or Vertical Pole Mounted Banners. Banners shall not be used for commercial advertising for the sale or promotion of goods or services.

i. Horizontal Street Spanning Banners.

- (a) Size. Streets Spanning Banners may be up to 4 feet high and no wider than the traveled lanes up to a maximum of 70 feet. Banners may not be illuminated.
- (b) Height. The lowest portion of the Street Spanning Banner shall be at least 19 feet above the highest portion of the road right-of-way where vehicles may travel. Supporting cords or other elements of the banner shall be at least 10 feet above the ground if located outside the portion of the right-of-way where vehicles travel.
- (c) Location. Street Spanning Banners may only be attached to poles located entirely within the County maintained right-of-way. Street spanning banners shall be limited to village areas designated by the General Plan. Attaching banners to trees, utility poles, vehicles, or other structures not designed to accommodate the banners is prohibited. An encroachment permit shall be obtained prior to installation of any Horizontal Street Spanning Banners. A construction permit shall be obtained prior to installation of any Horizontal Street Spanning Banner pole.
- (d) Duration: Banners shall be installed no more than 30 days before the community event and shall be removed within 7 days after the event.
- (e) Number of Signs. No more than 1 Street Spanning Banner shall be allowed in each village.
- (f) Design. Street Spanning Banners must include the name, date and location of the event. The banners shall be subject to approval of the Director, Department of Public Works, and shall be made from durable material that is capable of withstanding at least a 60 MPH wind without tearing, breaking away or collapse. The banners may be double sided and may include graphic designs, images or art relating to the event. The name and logo of sponsors shall be limited to 20% of the area of the sign. Signs shall not be illuminated.
- (g) Site Plan. Obtain Site Plan permit for installation and modification of banner and permanent banner poles. Waivers, exemptions or exceptions to the Site Plan review process shall not be granted. Repair or replacement of event banners in a manner that substantially conforms to the approved installation or complete removal of banners shall not require subsequent Site Plan review.

ii. Vertical Pole Mounted Banners.

(a) Size.

- (1) On poles 20 feet in height or taller, the banners shall be 30 inches wide by 72 inches tall.
- (2) On poles of less than 20 feet in height, the banners shall be 24 inches wide by 60 inches tall.

(b) Height. The bottom most edge of all banners shall be a minimum of 10 feet above the highest point of the grade below; except, that if any part of the banner extends over the edge of a travel way where vehicles may drive, the bottom most edge of the banner shall be at least 19 feet above the surface of the travel way.

(c) Location. Vertical Pole Mounted Banners may be installed on street light poles maintained by the San Diego County Street Lighting District within the right-of-way of Mobility Element Roads in village areas identified in the General Plan. An encroachment permit shall be obtained prior to installation of any Vertical Pole Mounted Banners.

(d) Duration: Banners shall be installed no more than 30 days before the community event and shall be removed within 7 days after the event. Community oriented banners generally identifying the community or neighborhood may be installed as placeholder banners between community events.

(e) Number of Signs and Spacing. No more than 50 light poles for a total of 100 banners (up to 2 side-by-side banners per pole) may be used for banner installations for any one event. Minimum spacing as described in 6207.a.1 does not apply.

(f) Design. The banners shall be subject to approval of the Director, Department of Public Works, and shall be made from durable material that is capable of withstanding at least a 60 MPH wind without tearing, breaking away or collapse. The banners may be double sided and may include graphic designs, images or art relating to the event. The name and logo of sponsors shall be limited to 20% of the area of the sign. Banners shall not be illuminated.

(g) Attachment. Banners shall be installed with a top and bottom hanging bracket system as approved by the Director of the Department of Public Works.

(h) Site Plan. Obtain Site Plan permit for installation and modification of banner or banner pole locations. Waivers, exemptions or exceptions to the Site Plan review process shall not be granted. Repair or replacement of banners on approved poles in a manner that substantially conforms to the approved installation or complete removal of banners shall not require subsequent Site Plan review.

Community Information Signs (ZO 6207.b.8)

Community Information Signs are permitted to identify community events and enhance community character if the following requirements are met:

- i. Number and Location. Not more than four signs may be located in a village area as delineated in the General Plan. Community Information Signs shall be installed entirely within County of San Diego General Plan Mobility Element Road right-of-way. Signs shall not be located within 500 feet of intersections. A site plan permit, an encroachment permit and a construction permit shall be obtained prior to installation of any Community Information Sign.
- ii. Area and Height. Each sign shall be single-faced or double-faced with no face to exceed 32 square feet. Each sign shall contain up to six changeable community event shingles. The total area of the sign shall assume six shingles have been placed when calculating total sign area.
 - (a) Each event shingle shall be an interchangeable sign no more than 1 foot high by 4 feet wide.
 - (b) Each event shingle may contain one or more lines of information with letters no more than 6 inches tall and 3 inches wide.
 - (c) No more than one shingle shall be provided on any one sign for each event.
 - (d) Each shingle may only specify the name, location, date and time of an event. The event must be open to the public and have an anticipated attendance of at least 200 people. Blank placeholder shingles are allowed when no community events are scheduled.
- iii. Movement. No part of any sign shall move or rotate, nor display any moving and/or rotating parts. The sign shall not include changeable copy or lights used to convey any messages or convey the effect of movement, or flashing, intermittent or variable intensity lighting.
- iv. Design. The applicable community or sponsor group shall review the location to ensure that it is placed at community centers. All signs within a Community Planning Area shall contain a consistent color and design theme, as approved by the Design Review Board or Community Planning or Sponsor Group.
- v. Site Plan. Obtain Site Plan permit for installation and modification of Community Information Signs. Waivers, exemptions or exceptions to the Site Plan review process shall not be granted. Repair or replacement of Community Information Signs in a manner that substantially conforms to the approved Site Plan or complete removal of Community Information Signs shall not require subsequent Site Plan review.
- vi. No advertising messages, including business or corporate names, shall be allowed on Community Information Signs.

Issuance or Denial (ZO 6212)

The Director or whomever is charged with permitting a particular sign pursuant to this Zoning Ordinance shall, within sixty (60) days of the filing of a complete permit application, approve and issue the permit if the standards and requirements of this part have been met, unless the time is mutually extended by the parties. No action by the Director within 60 days shall constitute a denial. All signs to be installed within County maintained road right-of-way are subject to the requirements and timeframe to obtain an encroachment permit from the Director, Department of Public Works, as specified in Title 7, Division 1, commencing with Section 71.101 of the San Diego County Code.

Abatement Of Sign Violations (ZO 6217)

In the event a nonconforming sign is not removed or brought into compliance, or a sign is constructed or maintained in violation of these regulations, the Director shall order such sign to be abated by the owner thereof, or by the owner of the premises upon which it is located, or by any other person responsible for the sign by notice in the form of registered mail. If the Director orders the abatement of any nonconforming, abandoned or illegal sign, such abatement shall be completed within 30 days after receipt of notice to abate by the sign owner, landowner, or any person responsible for the sign. However, the person so notified may within 10 days request, in writing, an informal administrative hearing by the Director; the decision of said hearing to be final.

If the sign is not abated at the end of the 30 day period, or if a hearing is requested, at the end of the time specified, the Director may inform the Director of Public Works who may cause County forces to enter the property forthwith to remove and impound the sign. The remedy provided in this paragraph shall not be exclusive but shall be in addition to the remedies provided in the Enforcement Procedure at Section 7700 and Title 7, Division 1, commencing with Section 71.101 of the San Diego County Code for off-premises signs installed in County road right-of-way.