
17.29.120 Performance standards for signs.

- A. **Public Nuisance Prohibited.** Regardless of whether or not a permit is required, no sign may be constructed or placed in such manner as to create a public hazard or nuisance.
- B. **Code Compliance.** Permanent signs and supporting structures thereof shall be installed in accordance with the building code.
- C. **Emissions and Noise.** No sign may emit visible smoke, vapor, bubbles, confetti, particles, or detectable odor, or be made with mechanical equipment that creates noise.
- D. **Illumination.** Signs with any type of illumination are subject to all of the following standards:
 - 1. All lighting is subject to necessary electrical permits.
 - 2. All newly fabricated illuminated signs shall incorporate light-emitting diodes (LEDs) or an equally energy efficient light source.
 - 3. Illuminated signs that are larger than ten square feet in area shall not be switched on during daylight hours. All newly fabricated signs larger than ten square feet in area shall incorporate an automatic, light-activated on/off switch.
 - 4. All illuminated signs shall be turned off by ten p.m. or at the time the business closes, whichever is later. Excluding lodging establishments, except when adjacent or within residential districts.
 - 5. External lighting shall be properly shielded to prevent glare upon an adjacent public right-of-way or adjacent property.
 - 6. Illumination shall be constant in intensity and color and shall not consist of flashing, animated or changing lights as to not be distracting to pedestrians, motorists, or neighboring property.
 - 7. No sign shall emit or reflect light exceeding ten foot-candle power at ten feet from the face of the sign.
 - 8. Waterfront properties shall not have any illuminated signs on the western, bay-facing façades to prevent glare into the bay
- E. **Animation or Movement.** No sign may incorporate, in any manner, any moving part or parts or any flashing, moving, rotating, pulsating or intermittent lighting, with the exception of approved time and temperature displays and barber poles.
- F. **Attention-Getting Devices.** No sign or any other advertising display may incorporate flags, banners, or streamers constructed of cloth, canvas, light fabric, paper, cardboard, wallboard or other light materials which are suspended, mounted, or attached in a manner which allows movements of the sign by atmospheric conditions; nor may any sign incorporate searchlights, string lights, rope lights, festoon lights, flashing lights, balloons, bubbles, fans, or similar devices for attracting attention. This definition, however, shall exclude fabric signs which are securely and permanently attached to a rigid framework (e.g. awning signs as defined in this chapter) or building in a manner which inhibits movement, and fabric projecting signs which are securely and permanently anchored on at least two opposite sides.
- G. **Changeable Copy Signs.** For the purpose of this ordinance, blackboards and whiteboards are not considered changeable copy signs.
 - 1. **Electronic Changeable Copy Signs.** No sign shall be designed so that characters, letters, or illustrations can be changed or rearranged electronically without altering the face or surface of the sign, except electronic message boards displaying time, temperature, or required prices of gasoline or similar fuels.

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2. **Mechanical Changeable Copy Signs.** Signs that are designed so that characters, letters, or illustrations can be changed or rearranged mechanically shall not be allowed unless specified in the sign district design guidelines.
- H. **Electronic Images.** No sign may display still or moving images which have been electronically recorded or stored or which have been received from an off-site source or service.
- I. **Inflatable Sign Elements.** No sign shall incorporate any element or elements that are made of flexible material designed to be filled with gas or air.
- J. **Tire Stacks.** No sign shall be placed on, attached to, or supported by stacked tires.
- K. **Vehicle Display.** No sign shall be mounted, placed or displayed on a vehicle, trailer, or boat, with the exception of:
1. Signs advertising such vehicle, trailer, or boat for sale in locations where sale of vehicles is permitted.
 2. Those signs and displays described in Section 21100(p)(2) of the California Vehicle Code.
- L. **Obscenities.** No sign shall include matter that is offensive or disgusting by accepted standards of morality and decency.
- M. **Egress.** No sign may obstruct any fire escape, required exit, window or door opening intended as a means of egress.
- N. **Ventilation.** No sign may interfere with any opening required for ventilation.
- O. **Persons or Animals.** No human or animal shall be used as advertising such that the advertising is intended to, or does in fact, attract the attention of passing motorists to a business or service; and where such advertisement constitutes an off-premise sign.
- P. **Traffic Hazard.** No sign may be located in such a manner as to constitute a traffic hazard or obstruct the view of any authorized traffic sign or signal device, nor may any sign be constructed in a manner that can be confused with any authorized traffic sign, signal, or device.
- Q. **Interference with Pedestrians.** No sign shall be placed or constructed on a sidewalk, dock, pier, boardwalk, or designated coastal accessway if such sign, in any way, impedes the right-of-way for pedestrians or with egress of occupants from legally parked vehicles or vessels.
- R. **Interference with Harbor-Related Activity.** No sign shall be placed or constructed on a sidewalk, dock, pier, boardwalk, or designated coastal accessway if such sign, in any way, impedes the free movement, loading, or unloading of watercraft or interferes with commercial harbor-related industry. A dock sign may only be placed on docks or gangways owned, leased, rented, or otherwise legally controlled by the sign's owner.
- S. **Obstruction of Protected View Corridors.** Within the area of the city encompassed by the waterfront master plan, no sign or other display greater than thirty inches in height shall be placed or constructed in any view corridor established by a coastal development permit. An exception to this provision may be made by the community development director for signs required to ensure public safety or signs indicating coastal access if the director determines that a height greater than thirty inches is necessary to accomplish the sign's intended purpose.
- T. **Interference with Utilities.** No sign may be placed or constructed that fails to maintain clearance from or interferes with electrical conductors, communications equipment or lines, surface and underground facilities and conduits for water, sewage, gas, electricity and communications equipment or lines. Signs shall not be placed in public utility easements unless express written permission from the affected public utility is obtained.
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- U. **Materials.** No permanent sign may be constructed of insubstantial materials that will be subject to rapid deterioration, as determined by the community development director. This provision, however, shall not apply to temporary signs or to signs mounted on the interior surface of a window.
 - V. **Orientation.** With the exception of projecting (pub) signs, no sign may be placed or constructed which is so oriented as to be viewed primarily across an adjacent private property line. All signs must be visible directly from a public right-of-way, other public open space or from a parking lot, walkway, or courtyard on the same site as the sign, without view lines extending over private property different from that on which the sign is located.

(Ord. No. 662, § 2, 12-13-23)