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1 are an improvement and necessary part of the community develop-  
2 ment and maintenance, and, further, that commercial signs di-  
3 rectly affect the general character and atmosphere of the City  
4 and its citizens. The requirements of this Article regulating  
5 and controlling the size, design, quality of materials, con-  
6 struction, illumination, vocation, and maintenance of signs,  
7 advertising devices and associated structures within the  
8 City are essential to the preservation of public health, safety,  
9 and welfare. The purpose and intent of this Article is to pro-  
10 mote and maintain the attractiveness, orderliness, and dignity  
11 of the City's appearance, to preserve property values, and to  
12 protect the welfare of its citizens through the regulation of  
13 signs and displays without impairing the ability of its citizens  
14 and businesses to carry out their normal functions. It is  
15 further intended that the necessary regulations, controls  
16 and enforcement be carried out expeditiously, yet without  
17 placing undue burdens upon any citizens or businesses.

18 SEC. 10-3.2203. Exemptions.

19 Signs used exclusively for the posting or dis-  
20 play of official notices by a public agency or official, or  
21 by a person giving legal notice, and signs erected or main-  
22 tained by a public agency, utility or official for directional  
23 or warning purposes are not subject to the regulations of this  
24 Article.

25 SEC. 10-3.2204. Permitted signs for commercial uses  
26 in Area Districts I, II, and II-A.

27 (a) Each business or establishment shall be per-  
28 mitted to erect and maintain identification signs based on  
29 the following regulations:

30 (1) Permits. All signs, including temporary  
31 and permanent signs, may not be erected or maintained without  
32 a permit being issued.

1                   (2) Sign content. Sign content may contain  
2 business names and addresses and may identify the principal  
3 activity or category of product or service for the business  
4 owner. This may include logos and other descriptive graphic  
5 devices relating to the business identification, but shall  
6 only contain information needed to identify the business or  
7 its principal activity. Interpretation of sign content,  
8 where not possible by the Building Official, shall be referred  
9 to the Board of Zoning Adjustment pursuant to Section 10-3.2103  
10 of this Code.

11                   (b) The following signs shall be permitted:

12                   (1) Wall signs placed only on the face of the  
13 building and parallel to the building walls which abut dedi-  
14 cated streets on which the business address is located, pro-  
15 vided that the sign does not project into the public right  
16 of way more than twelve (12") inches.

17                   (2) Free standing signs or pole signs not  
18 exceeding a height at any point greater than thirty (30')  
19 feet, provided that the sign does not project over public  
20 right of way more than twelve (12") inches.

21                   (3) Roof signs, provided that they may not  
22 project over the public right of way more than twelve (12")  
23 inches, and provided that they do not exceed a height of  
24 thirty (30') feet.

25                   (4) The total sign area for the permitted  
26 signs shall not exceed two (2) square feet of sign area for  
27 each one (1) linear foot of property street frontage on which  
28 the business is located, provided further that the sign  
29 area shall not exceed one hundred fifty (150) square feet  
30 in any one sign. For businesses which abut more than one (1)  
31 street, only one (1) street shall be used for computation  
32 purposes. Property frontage computations shall be relegated

1 only from commercial streets.

2 (c) In addition to the above, the following signs  
3 shall be permitted:

4 (1) A single, non-illuminated business identi-  
5 fication sign for each business shall be permitted and may  
6 be hung from a wall projection or marquee, or attached to a  
7 decorative holder over a pedestrian right of way, provided  
8 that the sign not exceed a size or total area of more than  
9 two (2) square feet total dimension per face and provided that  
10 it shall be at least eight (8') feet above the sidewalk, and  
11 provided that it shall not project outward more than three (3')  
12 feet from the wall of the building.

13 (2) One (1) additional sign for each side  
14 entrance or rear entrance, not including emergency exits,  
15 provided that the sign area not exceed a total area of two (2)  
16 square feet per sign area.

17 (3) Temporary signs consisting of banners,  
18 posters, pennants, or ribbons, including advertising messages  
19 may be permitted, under separate permit, provided that temporary  
20 permits may be issued for a period not to exceed sixty (60)  
21 days in one (1) calendar year.

22 (4) Real estate signs not exceeding two (2) in  
23 number, each of which does not exceed an area of five (5)  
24 square feet shall be permitted, provided such signs remain  
25 on the property only during such time as the property is  
26 actually for sale or lease. Any exception relating to a  
27 need for greater real estate signs may be submitted for  
28 approval by the Board of Zoning Adjustment pursuant to filing  
29 an appeal under Section 10-3.2103 of this Code.

30 (d) Changeable copy signs, including marquee boards,  
31 changeable price signs, back-lighted signs with changeable  
32 letters, or any other changeable sign shall be permitted only

1 under the issuance of a conditional use permit.

2 SEC. 10-3.2205. Permitted signs for all commercial  
3 uses in Area District III.

4 (a) Each business or establishment shall be per-  
5 mitted to erect and maintain identification signs based on  
6 the following regulations:

7 (1) Permits. All signs, including temporary  
8 and permanent signs, may not be erected or maintained without  
9 a permit being issued.

10 (2) Sign content. Sign content may contain  
11 business names and addresses and may identify the principal  
12 activity or category of product or service for the business  
13 owner. This may include logos and other descriptive graphic  
14 devices relating to the business identification, but shall  
15 only contain information needed to identify the business or  
16 its principal activity. Interpretation of sign content,  
17 where not possible by the Building Official, shall be re-  
18 ferred to the Board of Zoning Adjustment pursuant to  
19 Section 10-3.2103 of this Code.

20 (b) The following signs shall be permitted:

21 (1) Wall signs placed only on the face of  
22 the building and parallel to the building walls which abut  
23 dedicated streets on which the business address is located,  
24 provided that the sign does not project more than twelve (12")  
25 inches into a public right of way, and provided that the sign  
26 does not project above the roofline of the highest point of  
27 the structure.

28 (2) Free standing signs or pole signs not  
29 exceeding a height at any point greater than fifteen (15')  
30 feet and provided that the sign does not project into the  
31 public right of way more than twelve (12") inches.

32 (3) The total sign area for the permitted signs

25 may be permitted, under separate permit, provided that  
26 temporary permits may be issued for a period not to exceed  
27 sixty (60) days in one (1) calendar year.

1 shall not exceed one (1) square foot of sign area for each  
2 one (1) linear foot of property frontage on which the busi-  
3 ness is located, provided further that the sign area shall  
4 not exceed one hundred fifty (150) square feet in any one  
5 sign. For businesses which abut more than one (1) street,  
6 only one (1) street shall be used for area computation pur-  
7 poses.

8 (c) In addition to the above, the following  
9 signs shall be permitted:

10 (1) A single, non-illuminated business  
11 identification sign for each business shall be permitted  
12 and may be hung from a wall projection or marquee, or attached  
13 to a decorative holder over a pedestrian right of way, pro-  
14 vided that the sign not exceed a size or total area of more  
15 than two (2) square feet total dimension per face and pro-  
16 vided that it shall be at least eight (8') feet above the  
17 sidewalk, and provided that it shall not project outward  
18 more than three (3') feet from the wall of the building.

19 (2) One (1) additional sign for each side  
20 entrance or rear entrance, not including emergency exits  
21 provided that the sign area not exceed a total area of two (2)  
22 square feet per sign area.

23 (3) Temporary signs consisting of banners,  
24 posters, pennants, or ribbons, including advertising messages  
25 may be permitted, under separate permit, provided that  
26 temporary permits may be issued for a period not to exceed  
27 sixty (60) days in one (1) calendar year.

28 (4) Real estate signs not exceeding two (2)  
29 in number, each of which does not exceed an area of five (5)  
30 square feet shall be permitted, provided such signs remain  
31 on the property only during such time as the property is  
32 actually for sale or lease. Any exception relating to a

1 need for greater real estate signs may be submitted for  
2 approval by the Board of Zoning Adjustment pursuant to filing  
3 an appeal under Section 10-3.2103 of this Code.

4 (d) Changeable copy signs, including marquee  
5 boards, changeable price signs, back-lighted signs with  
6 changeable letters, or any other changeable sign shall be  
7 permitted only under the issuance of a conditional use permit.

8 SEC. 10-3.2206. Illumination standards.

9 The following standards shall apply for all  
10 illuminated signs or for lighting used to illuminate signs.  
11 The illumination level for internally lighted or spotlighted  
12 signs shall not exceed the values shown in Tables I and II.  
13 The correlation between values shown in these tables and the  
14 lamps used to illuminate a sign shall follow the standard  
15 calculation procedures given in Section 23 of the Illumination  
16 Engineering Society Lighting Handbook.

17 TABLE I

18 Maximum Luminous Background for  
19 Internally Illuminated Signs

Maximum Luminance in Foot Lamberts	Areas of Application
150	Facia signs in Area Districts I, II, II-A
100	Facia signs in Area District III
300	Free standing or roof signs in Area Districts I, II and II-A
200	Free standing or roof signs in Area District III
400	Emergency public information signs

27 TABLE II

28 Maximum Illumination Levels for Floodlighted Signs  
29 (Values are in Foot Candles)

Reflectance of Copy	Levels for Signs	
	Area Districts I, II, and II-A	Levels for Signs Area District III
Low	50	100
High	20	50

1                   SEC. 10-3.2207. Industrial zones.

2                   (a) Industrial sites occupying less than  
3 fifty (50) acres shall be subject to the provisions of  
4 Section 10-3.2204 of this Code.

5                   (b) Industrial sites in excess of fifty (50)  
6 acres shall be required to submit sign plates to the Planning  
7 Commission for review and approval prior to the issuing of  
8 any sign permit.

9                   SEC. 10-3.2208. Signs in public streets and on  
10 public right of way.

11                   No person shall erect, place or maintain an  
12 advertising structure in, into, or upon a public street except  
13 in strict conformance with the terms and provisions of a  
14 revocable permit granted by resolution passed and adopted by  
15 the City Council. Any such resolution shall require the per-  
16 mittee to indemnify and hold harmless the City, its officers,  
17 agents, and employees, and to this end permittee shall secure  
18 and maintain public liability and property damage insurance  
19 protecting himself, the City, its officers, agents, and  
20 employees from liability arising from the installation,  
21 maintenance, or removal of such advertising structure, and  
22 to file a duplicate copy of such policy with the City Clerk  
23 prior to the installation or erection of the structure. Such  
24 policy shall be in limits of liability not less than that  
25 set forth in the resolution and shall be approved by the  
26 City Attorney as to form prior to filing the duplicate copy  
27 with the City Clerk.

28                   SEC. 10-3.2209. Permits and fees.

29                   A fee schedule for sign permits shall be  
30 established by the City Council under separate resolution.

31                   (a) A fee shall be required for each sign  
32 permit. For each such permit, a fee shall also be required



1 for plan checking purposes.

2 (b) A fee shall be required for each building  
3 site on which temporary signs are authorized as provided in  
4 this Article. In addition, a performance bond shall be re-  
5 quired to guarantee timely removal of temporary signs.

6 (c) Exempt from the fee requirements are  
7 traffic control signs, directional signs, real estate signs,  
8 signs authorized in residential zones and signs not exceed-  
9 ing three (3) square feet consisting of building directories,  
10 plaques, memorial tablets, nameplates, no peddling, no tres-  
11 passing and signs of like nature.

12 SEC. 10-3.2210. Administration and enforcement.

13 It shall be the duty of the Building Official  
14 to enforce all provisions and development standards of this  
15 Article. SEC. 10-3.2211. Appeals.

16 (a) Appeals to structural requirements as  
17 provided by Section S-103(c) of the Uniform Sign Code shall  
18 be made to the Board of Building Appeals.

19 (b) Where practical difficulties or unnecessary  
20 hardships or results inconsistent with the intent of the  
21 Sign Code arise from strict application to existing or new  
22 signs, the Board of Zoning Adjustment may approve minor modi-  
23 fications to the requirements of this Article. In its con-  
24 sideration of minor modifications for existing signs, the  
25 Board of Zoning Adjustment shall take into account increased  
26 restrictions for any new signs to be added to the property  
27 as a method of satisfying the general provisions of this  
28 Chapter. Applicants shall submit copies of plans and ele-  
29 vations drawn to scale of all existing buildings and signs  
30 as part of the appeal.

31 SEC. 10-3.2212. Nonconforming and prohibited signs.

32 (a) Temporary signs.

1 Temporary signs as designated in Section  
2 10-3.2204 (c)(3) and Section 10-3.2205 (c)(3) of this Article  
3 shall be summarily abated within thirty (30) days after  
4 adoption of this Article, unless otherwise approved by permit.

5 (b) Permanent signs.

6 Signs lawfully existing at the time of  
7 adoption of this Article on February 17, 1976 which do not  
8 comply with the requirements of this Sign Code shall be deemed  
9 lawfully nonconforming uses and shall be made to comply when-  
10 ever any of the following conditions occur: transfer of owner-  
11 ship of business, sale of more than fifty (50%) percent of  
12 the interest in the business, inclusion of additional partners  
13 whose interest is more than fifty (50%) percent.

14 (c) Nonconforming signs which are noncon-  
15 forming for reasons of movement, rotation, flashing, or  
16 scintillating lights, such nonconforming portions shall be  
17 required to conform within thirty (30) days of the adoption  
18 of this Article.

19 (d) Nonconforming signs which were noncon-  
20 forming under Ordinance No. 1238 shall be abated under the  
21 terms of said ordinance on March 6, 1977.

22 (e) Nonconforming signs which exist and are  
23 maintained on buildings or properties shall be abated prior  
24 to the issuance of a building permit or a permit for any  
25 new sign on the same building or property.

26 SEC. 10-3.2213. Prohibited signs.

27 (a) Contain statements, words, or pictures of  
28 an obscene, indecent, or immoral character, such as will  
29 offend public morals or decency.

30 (b) Contain or are an imitation of an official  
31 traffic sign or signal or contain the words "stop", "go slow",  
32 "caution", "danger", "warning", or similar words for adver-

1 tisement purposes that simulate traffic devices and tend to  
2 confuse the motorists or pedestrians.

3 (c) Are of a size, location, movement, con-  
4 tent, coloring, or manner of illumination which may be con-  
5 fused with or constructed as a traffic control device or  
6 which hide from view by motorists or pedestrians.

7 (d) Advertise any activity, business, product  
8 or service no longer conducted on the premises upon which  
9 the sign is located, including off-site signs.

10 (e) Contain or consist of banners, posters,  
11 pennants, ribbons, streamers, lines of flashing light bulbs,  
12 spinners, rotating signs, gas fired torches or other similar  
13 devices that move in any manner or have a moving part. These  
14 devices, when not a part of any sign, are similarly prohibit-  
15 ed unless they are permitted specifically by this Chapter or  
16 other provision of this Code.

17 (f) Are of flashing, rotating, scintillating  
18 nature and of such design as to give the appearance of move-  
19 ment. This section shall not apply to signs which indicate  
20 time or temperature.

21 In addition, the following signs are prohibited:

22 (g) Off-site signs or off-premise signs.

23 (h) Outdoor advertising display signs (billboards).

24 (i) Signs placed or maintained upon public  
25 property unless otherwise permitted by the Code.

26 (j) Mobile signs, including portable signs,  
27 A-frame signs or sidewalk signs, when displayed either on or  
28 off the premises.

29 (k) Signs which use statues or three dimensional  
30 objects real or simulated for advertising purposes.

31 (l) Any lighting or tubing which outlines a  
32 building or any portion thereof for the purpose of advertising

1 attraction to that building or portion thereof except decora-  
2 tive lighting used for display purposes during the Christmas  
3 season, specifically December 1 to January 6.

4 (m) Placement of vehicles (with signs attach-  
5 ed) for the purpose of advertising businesses, services or  
6 goods for sale.

7 (n) Abandoned signs.

8 (o) Signs other than that which are authorized  
9 for the zone and area district as specially permitted by this  
10 Article.

11 SEC. 10-3.2214. Definitions.

12 (a) "Abandoned signs" means any sign which  
13 pertains to a time, place, event or purpose which no longer  
14 retains a business license, or has otherwise ceased to exist,  
15 or was erected for an occupant or business unrelated to the  
16 present occupant and unused by said present occupant.

17 (b) "Architectural projection" means any  
18 projection which is not intended for occupancy and which  
19 extends beyond the face of an exterior wall of a building  
20 but shall not include signs.

21 (c) "Area district" as referred to in this  
22 Article shall mean those portions of the City as defined in  
23 Article 3 of this Chapter.

24 (d) "Background area of sign" means the en-  
25 tire background area of a sign upon which copy could be  
26 placed. In computing area of sign background, all double  
27 face or multi-face signs, sides or faces which are visible,  
28 shall be counted as part of the total sign area not including  
29 blank sides or faces less than twelve (12") inches in width  
30 and used for structural containment of a sign.

31 (e) "Billboard" means any outdoor, off-  
32 site sign or advertising device, designed or used for

1 periodically changing advertising copy.

2 (f) "Building facade" means that portion of  
3 any exterior building extending from grade to the top of the  
4 parapet wall or eaves and the entire width of the building  
5 elevation.

6 (g) "Building facade facing" means a resur-  
7 facing of an existing facade with approved material illumi-  
8 nated or non-illuminated.

9 (h) "Building identification sign" includes  
10 any sign containing the name of a building where the sign  
11 or any portion of the sign is located on the same site as  
12 the named building and a building identification sign may  
13 include in addition to the name of the building, the address  
14 of such building.

15 (i) "Building site" means any lot or group of  
16 lots or parcels containing a business building or consoli-  
17 dated establishments.

18 (j) "Business identification sign" means a  
19 sign which carries the name of the business, name of the  
20 person, firm or corporation occupying the premises and ad-  
21 vertisements or trademarks strictly incidental to the lawful  
22 use of the premises on which it is located including signs  
23 or sign devices indicating the business transacted at, ser-  
24 vices rendered, goods sold or produced on the premises, and  
25 including changeable copy signs when constructed as part of  
26 the sign structure.

27 (k) "Changeable copy sign" means an outdoor  
28 sign which is characterized by changeable copy, regardless  
29 of method of attachment.

30 (l) "Commodity identification sign" means a  
31 sign which advertises a product, commodity, or service, or  
32 brand name or symbol of a product, commodity or service

1 available on the premises on which it is located, provided  
2 that a commodity identification sign shall not include a  
3 sign where a commodity brand name is used as a portion of the  
4 name of the business.

5 (m) "Consolidated establishments" means two  
6 or more businesses operating under separate management in  
7 the same or separate buildings in a building site and sharing  
8 common parking facilities.

9 (n) "Construction sign" means a sign stating  
10 the names of those individuals or businesses directly con-  
11 nected with a construction project. Said sign may include  
12 the name of the city in which their business is located and  
13 emergency telephone numbers.

14 (o) "Copy area of sign" means the actual area  
15 of the sign copy applied to any background. In computing  
16 copy area, straight lines drawn closest to copy extremities  
17 encompassing all letters, words, or symbols shall be used.

18 (p) "Directional sign" means a non-official  
19 sign designed to guide or direct pedestrian or vehicular  
20 traffic.

21 (q) "Face area" means the background and  
22 copy area of a sign, but does not include structural supports.

23 (r) "Freestanding sign or pole sign" is a  
24 sign supported by its own structure and not dependent on a  
25 building for support.

26 (s) "Height" means the vertical distance  
27 measured at the midpoint of the lot at the property frontage  
28 line to the highest point of the sign structure.

29 (t) "Illuminated sign" means a sign in which  
30 a source of light is used in order to make the sign visible.  
31 This definition includes internally and externally lighted  
32 signs and reflectorized, glowing, or radiating signs.

1                   (u) "Lot width" means the horizontal distance  
2 between the lot side lines measured at right angles to the line  
3 comprising the depth of the lot at a point midway between the  
4 lot front and rear lines.

5                   (v) "Mobile sign" means a sign mounted on any  
6 type of device which is movable or capable of being moved  
7 from place to place.

8                   (w) "Off site sign" means a sign which in-  
9 dicates or implies the availability of products or services  
10 rendered at a specified location or locations other than the  
11 premises on which the sign is located.

12                   (x) "On premise sign" means a sign which  
13 carries only advertisements strictly incidental to a  
14 lawful use of the premises on which it is located, including  
15 signs or sign devices indicating the business transacted  
16 at, services rendered, goods sold or produced on the premises,  
17 name of the business, name of the person, firm or corporation  
18 occupying the premises.

19                   (y) "Outdoor advertising display sign" means  
20 a billboard.

21                   (z) "Projecting sign" is a sign other than  
22 a wall sign which is suspended from or supported by a build-  
23 ing or wall and which projects out from the building or wall  
24 not less than eight (8') feet over any public right of way.

25                   (aa) "Property frontage" is the lineal dis-  
26 tance of the property line of a taxable unit or property,  
27 which line is also the right of way line of a public street  
28 or other public right of way. If the lot fronts on more  
29 than one (1) street or public right of way, the longest  
30 such property line is the frontage of the lot.

31                   (ab) "Real estate sign" means a sign con-  
32 taining all or any part of the following information: For sale,

1 rent or lease; a description of the premises; name and address  
2 of agent or owner, and telephone number.

3 (ac) "Revolving sign" means a sign which  
4 revolves or rotates to any degree.

5 (ad) "Roof sign" is any sign located on or  
6 extending over the roof of a building and either supported  
7 by the roof or by an independent structural form.

8 (ae) "Sign" means any media, device, graphic  
9 embellishment, or display and all parts thereof which are  
10 used to advertise products, goods, services, or otherwise  
11 promote the sale of objects or identify objects for sale,  
12 identify business establishments, or services, including  
13 any change in sign copy to existing signs.

14 (af) "Sign area" means the actual area of  
15 the sign copy applied to any background. In computing  
16 copy area, straight lines drawn closest to copy extremities  
17 encompassing all letters, words, or symbols shall be used.

18 (ag) "Traffic control sign" means those  
19 signs located on private property designed to regulate or  
20 control the movement and parking of motor vehicles on private  
21 property.

22 (ah) "Uniform Sign Code" means the edition  
23 of the Uniform Sign Code as published by the International  
24 Council of Building Officials and adopted by the Council.

25 (ai) "Wall sign" is a sign which is attached  
26 to or painted on and parallel to a wall.

27 (aj) "Window sign" means any sign painted,  
28 attached, glued or otherwise affixed to the inside of a  
29 window, or any sign which utilizes letters, figures, in-  
30 signia or characters more than two (2") inches in height,  
31 or designed to be viewed from the vehicular lanes of adjacent  
32 streets.




1 (ak) "Zone" means the land use zone and  
2 area district established by Article 3 of this Chapter.


3 SECTION 2. This ordinance shall go into effect  
4 and be in full force and operation from and after thirty  
5 days after its final passage and adoption.

6 SECTION 3. The City Clerk shall certify to the  
7 passage and adoption of this ordinance; shall enter the same  
8 in the book of original ordinances of said City; shall make  
9 a minute of the passage and adoption thereof in the records  
10 of the proceedings of the City Council at which the same is  
11 passed and adopted; and shall within fifteen days from the  
12 passage and adoption thereof cause the same to be published  
13 once in the Manhattan Beach News, a weekly newspaper of  
14 general circulation, published and circulated within said  
15 City of Manhattan Beach and which is hereby designated for  
16 that purpose.

17 PASSED, APPROVED AND ADOPTED this 17th day of  
18 February, 1976.

19  
20   
21 Mayor of the City of Manhattan Beach,  
California

22 ATTEST:

23  
24   
25 City Clerk

26 (SEAL)  
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