



SIGN CODE UPDATE

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Background

- Sign Code adopted in 1970
- Last updated in 2010

Goal:

- Review the Zoning Code on an ongoing basis and process amendments that make the Zoning Code easier to implement
- Develop sign regulations that make La Habra an attractive place to live and work



WHAT'S NEW?



- Moved sign requirements to Zoning Code
- Re-structured to make it easier to understand
- Majority of requirements remain the same
- Minor clarifications make it easier to:
 - Identify permitted sign types
 - Understand design requirements
 - Follow the review process

Table 18.23.030.A – Sign Matrix

Permitted = P Conditional Use Permit = CUP Temporarily Permitted = T Banner Permit = B Not Permitted = -	Single-Family Residential	Multi-Family Residential	Mobile Home Park	Mixed-Use Residential	Non-Residential
Animated	-	-	-	-	-
Attached	-	P	-	P	P
Awning	-	P	-	P	P
Banner	-	B	-	B	B
Bench	-	-	-	-	CUP
Billboard	-	-	-	-	-
Bulletin board	-	-	-	-	P
Campaign	T	T	T	T	T
Canopy	-	P	-	P	P
Changeable copy	-	-	-	-	CUP
Construction	T	T	T	T	T
Convenience	P	P	P	P	P
Digital Display	-	-	-	-	-
Directory	-	P	P	P	P
Electronic message	-	-	-	-	-
Flashing	-	-	-	-	-
Freestanding	-	P	P	P	P
Future development	T	T	T	T	T
Human advertisement	-	-	-	-	-
Inflateable advertising device	-	-	-	-	-
Inflateable character	T	T	T	T	T
Marquee	-	-	-	-	CUP
Memorial	P	P	P	P	P
Menu board	-	-	-	-	CUP
Monument	P	P	P	P	P
Multi-tenant	-	-	-	-	P
Nameplate	P	P	P	P	P
Neon or neon lighting	-	-	-	-	CUP
Non-appurtenant	-	-	-	-	-
Off-site or off-premises	-	-	-	-	-
On-site or on-premises	P	P	P	P	P
One-Time Event (Residential)	T	T	T	T	-
Painted	-	-	-	-	CUP
Portable	-	-	-	-	-
Projecting	-	CUP	-	CUP	CUP

LEGAL COMPLIANCE



The sign code update must comply with Federal and State laws.

- 1st Amendment: Free speech
- 5th Amendment: No taking of property, due process, registered trademarks
- Focus on time, place, and manner
- Provides a clear and equitable review process



PUBLIC OUTREACH



- City's Top 25 Luncheon – April 25, 2023
- Sign Code Workshop – June 28, 2023
- Draft Sign Code Made Available on the City's Website
- Proposed update was advertised at multiple city events
- Planning Commission Public Hearings – August 28, 2023 / October 23, 2023

SIGN DESIGNS

DO



- Visually appealing
- High quality
- Appropriate size and proportion
- Complements a building's architecture

DON'T



- Visually distracting
- Low quality
- Overwhelms building / appears cluttered
- Non-compatible with building architecture

STREAMLINED SIGN REVIEW

- Administrative review
- Discretionary review (Planning Commission)
- Some signs exempt from review



NEW SIGN TYPES

New sign types addressed:

- Menu board
- Canopy/awning
- Pump Top Video Displays



TEMPORARY SIGNS/BANNERS

- Intended to be easier to follow and enforce
- Aims to reduce sign clutter
- Allows portable signs, such as A-frame signs



ELECTRONIC MESSAGE SIGNS

- Requested through public input process
- Public schools and city facilities exempt
- Howard's Appliances
 - Permitted in 1988 by a zone variance
 - Only approved sign in the entire city
- Staff researched requirements in other cities
- Planning Commission recommendation:
 - Select land uses only
 - Conditional Use Permit required
- Staff recommendation: continue to prohibit



SIGN CODE UPDATE



Ordinance becomes effective 30 days after the first and second reading

RECOMMENDATION / OPTIONS

1. Planning Commission recommendation:
Introduce an ordinance that would allow animated, digital display and electronic message signs (Attachment #1)
2. Staff recommendation:
Introduce an ordinance that would continue to prohibit animated, digital display and electronic message signs (Attachment #8)
3. Request further modifications to either ordinance
4. Deny: existing code requirements would remain intact (not recommended)
5. Continue deliberation to a future meeting