



OFFICE OF THE CITY MANAGER

January 23, 2003

TO: City Council  
FROM: City Manager  
SUBJECT: Temporary Event Sign Sizes

As requested by the City Council at their January 13, 2003 meeting, staff contacted sign companies regarding the sizes of temporary event signs for residential districts. Three sign and/or poster companies were contacted and they have provided information on the typical sizes of campaign signs for residential neighborhoods. The signs range in size from 2.13 to 4.26 square feet. After researching the issue, staff is amending the recommendation from 3 square feet to 4.5 square feet to better accommodate this traditional avenue of expression.

**Colby Poster and Printing Company** – A regionally known company that does campaign signs in the San Gabriel Valley. Recommended to staff by a campaign consultant who has done many local campaigns. They have two typical sizes for residential districts:

14" x 28" = 2.7 square feet, or  
22" x 28" = 4.26 square feet

**B & H Signs** – A locally known sign company that also does campaign signs. They have one standard size for residential districts:

18" x 24" = 3 square feet

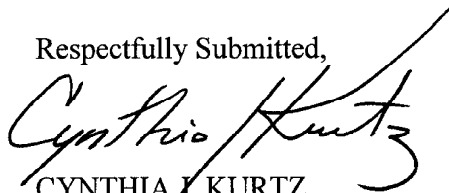
1/27/2003  
3.A.

**Kirk Briggs Signs** – A sign company located in northern California. They have two typical sizes for residential districts:

14" x 22" = 2.12 square feet, or

11" x 28" = 2.13 square feet

Respectfully Submitted,

A handwritten signature in black ink, reading "Cynthia J. Kurtz". The signature is written in a cursive style with a large, sweeping flourish at the end.

CYNTHIA J. KURTZ  
City Manager

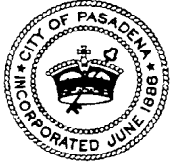
**TABLE 17-02  
TEMPORARY SIGNS**

Sign Type	Maximum Number	Maximum Area	Maximum Height	Duration	Additional Requirements
Future tenant signs. All zoning districts	1 sign per street frontage	30 sq. ft. per sign	20 ft. or bottom of lowest second floor window. 10 ft. for freestanding	Shall be removed upon first occupancy of the site.	Shall be placed only on the property of the future tenant and shall not obstruct visibility at intersections and driveways. Subject to approval of a Temporary Sign Permit.
Real estate signs for residential units and unimproved property	1 sign per street frontage 2 riders per sign.	3 sq. ft. 1 sq. ft. per rider	4 ft.	Shall be removed at end of listing period or upon sale/lease.	
Real estate signs for commercial property	1 sign per street frontage. 2 riders max.	16 sq. ft. 1 sq. ft. per rider	6 ft.	Shall be removed at end of listing period or sale/lease	
Real estate signs Individual tenant spaces	1 sign per tenant space 2 riders max.	6 sq. ft. 1 sq. ft. per rider	6 ft.	Shall be removed at end of listing period or sale/lease	
Yard sale sign	1 sign per street frontage	3 sq. ft	4 ft.	2 days within a 30-day period.	Shall be placed only on the property where the sale is being held.
Event sign	no restriction	4.5 sq. ft. in the RS, RM and PS districts, 4.5 sq. ft. in the CD, CO, CL, CG and IG districts	6 ft.	Shall be removed 10 days after the event	If the event is location specific, the sign must be placed on the property where the event is to take place.

**D. Placement of signs.**

1. Signs are allowed on private property only. Signs shall not be placed in public rights-of-way or at off-site locations.
2. Signs may be placed only in locations where permanent signs are allowed.
3. Sign shall not be attached to temporary structures.

**E. Illumination prohibited.** Signs shall not be illuminated.



# Ordinance Fact Sheet

**TO: CITY COUNCIL**                      **DATE: JANUARY 13, 2003**

**FROM: CITY ATTORNEY**

**REGARDING: ADOPTION OF SIGN ORDINANCE**

**RECOMMENDATION OF CITY ATTORNEY:** It is recommended that the City Council enact the following ordinance, "An Ordinance of the City of Pasadena Amending Chapters 12.15, 17.12, 17.20, 17.22, 17.24, 17.28, 17.32, 17.33, 17.57, 17.72, 17.76, 17.82 and Repealing and Replacing in its Entirety Chapter 17.72 Relating to Sign Regulations."

**SUMMARY OF THE ORDINANCE:** The purpose of this ordinance is to consolidate all regulations relating to signs and embodied in various chapters of Title 17 of the Pasadena Municipal Code, into one new chapter, Chapter 17.72. The sign requirements are currently contained in two separate chapters of the Zoning Code, Chapter 17.72 contains the sign regulations for all but the downtown area of the City and Chapter 17.33 contains the sign regulations for the downtown (Central District). In addition, the sign regulations for Old Pasadena are contained in the Design Guidelines and are only incorporated by reference within the City's Zoning Code.

Definitions relating to the regulation of signs currently found in Chapters 17.12, 17.20, 17.22, 17.24, 17.28, 17.33, 17.57, 17.76, 17.82 are repealed. Chapter 17.72 is repealed in its entirety and replaced with the provisions of this Ordinance. In addition, the proposed ordinance amends Section 12.15.010 in Chapter 12.15 by deleting the provision in the section which currently allows real estate open house signs on the public right of way.

In addition, a new definition, "Event Sign" is added to provide standards based upon the duration of the use not the content of the message for temporary signs for a temporary event, including, by way of example, signs for a carnival or fair, for an athletic event or competition, for a vehicle show, or for an election campaign, but not including other signs differentiated in the Code.

66792.2

1/27/2003  
MEETING OF -1/13/2003-  
AGENDA ITEM NO. -3-B- 3.A.

Specific limitations are established, by square footage of signage, for zoning districts, and there is a requirement that temporary "Event Signs" be removed within 10 days after the conclusion of the event.

The provisions of the proposed ordinance will not apply to projects for which design approval has been given or a building permit has been issued prior to the effective date of this proposed ordinance.

**PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED:** The Department of Planning and Development will be responsible for administering the sign regulations and the sign design guidelines.

**ENVIRONMENTAL:** A negative declaration was adopted by the City Council on July 22, 2002.

**FISCAL IMPLICATIONS:** No fiscal impact.

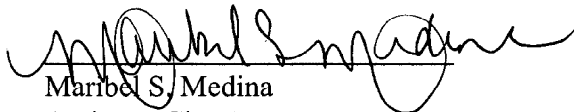
**POLICY CHANGES:** The proposed ordinance will delete the current provisions which allowed real estate open house signs in the public right of way. The proposed ordinance will consolidate regulations relating to signs on private property in one chapter. Based on direction from the Planning Commission, the proposed ordinance refines the definition of temporary signs, by including a new definition and regulations for temporary "Event Signs" and a requirement that they be removed within 10 days after the event. In addition, consistent with constitutional standards, the proposed ordinance will delete regulations which distinguish based on the content of a sign.

Respectfully submitted,

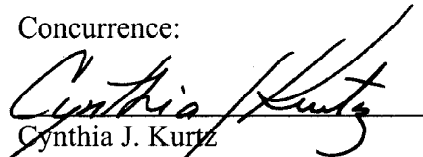
1/8/03

  
for MICHELE BEAL BAGNERIS  
City Attorney (RDNICAEZ)

Prepared by:

  
Maribel S. Medina  
Assistant City Attorney

Concurrence:

  
Cynthia J. Kurtz  
City Manager

Introduced by Council member \_\_\_\_\_

ORDINANCE NO.

**AN ORDINANCE OF THE CITY OF PASADENA AMENDING CHAPTERS 12.15, 17.12, 17.20, 17.22, 17.24, 17.28, 17.32, 17.33, 17.57, 17.72, 17.76, 17.82 AND REPEALING AND REPLACING IN ITS ENTIRETY CHAPTER 17.72 RELATING TO SIGN REGULATIONS**

The People of the City of Pasadena ordain as follows:

**SECTION 1.** This ordinance, due to its length and the corresponding costs of publication, will be published by title and summary as permitted by Section 508 of the Charter.

The approved summary reads as follows:

**“Summary**

The purpose of this ordinance is to consolidate all regulations relating to signs and embodied in various chapters of Title 17 of the Pasadena Municipal Code, into one new chapter, Chapter 17.72. The sign requirements are currently contained in two separate chapters of the Zoning Code, Chapter 17.72 contains the sign regulations for all but the downtown area of the City and Chapter 17.33 contains the sign regulations for the downtown (Central District). In addition, the sign regulations for Old Pasadena are contained in the Design Guidelines and are only incorporated by reference within the City’s Zoning Code.

Definitions relating to the regulation of signs currently found in Chapters 17.12, 17.20, 17.22, 17.24, 17.28, 17.33, 17.57, 17.76, 17.82 are repealed. Chapter 17.72 is repealed in its entirety and replaced with the provisions of this Ordinance. In addition, the proposed ordinance amends Section 12.15.010 in Chapter 12.15 by deleting the provision in the section which currently allows real estate open house signs on the public right of way.

In addition, a new definition, "Event Sign" is added to provide content neutral standards for temporary signs for a temporary event, based on the duration of the use not the content of the message, including, by way of example, signs for a carnival or fair, for an athletic event or competition, for a vehicle show, or for an election campaign, but not including other signs differentiated in the Code. Specific limitations are established, by square footage of signage, for zoning districts, and there is a requirement that Event Signs be removed within 10 days after conclusion of the event.

The provisions of the proposed ordinance will not apply to projects for which design approval has been given or a building permit has been issued prior to the effective date of this proposed ordinance.

This ordinance shall take effect upon its publication by title and summary.”

**SECTION 2.** The provisions of this ordinance shall not apply to projects for which design approval has been given or a building permit has been issued prior to the effective date of this ordinance.

**SECTION 3.** Section 12.15.010 of Title 12 is amended by deleting the following language, “Real estate open house signs, however, shall be permitted in public street areas any day at the times during which an open house is being conducted at the address shown thereon.”

**SECTION 4.** Chapter 17.12 is amended by repealing the following definitions: “Historic sign inventory,” “Nonconforming sign,” “Outdoor advertising,” and “Outdoor advertising structure,” “Sign,” “Sign, Canopy or Awning,” “Sign, Construction,” Sign, Freestanding,” “Sign height,” “Sign, Off-Premises,” “Sign, On-Premises,” “Sign, Planter,” “Sign, Political,” “Sign, Portable,” “Sign, Projecting,” “Sign, Real Estate,” “Sign Roof,” “Sign Tenant

**SECTION 5.** Chapter 17.20, entitled, “**RS Single-Family Residential Districts**” is amended as follows:

1. By amending the schedule entitled, “**RS-1, RS-2, RS-4 AND RS-6 District: Land Use Regulations**” as contained in Section 17.20.020 and deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, “**RS-1, RS-2, RS-4 AND RS-6 Districts: Development Standards**” as contained in Section 17.20.030 deleting the phrase Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

**SECTION 6.** Chapter 17.22 entitled, “**RM-12 Multifamily (Two Units Per Lot) Districts**” is amended as follows:

1. By amending the schedule entitled, “**RM-12 District: Land Use Regulations**” as contained in Section 17.22.020 deleting the phrase “Nonconforming Uses, Structures and Signs” and inserting the new phrase “Nonconforming Uses and Structures.”

2. By amending the schedule entitled, “**RM-12 Multifamily Development Standards**” as contained in Section 17.22.030 by deleting all references to “signs.”

**SECTION 7.** Chapter 17.24 entitled, “**RM Multifamily (City Of Gardens) Residential Districts**” is amended as follows:

1. By amending the schedule entitled, “**RM-16, RM-32 AND RM-48 Districts: Land Use Regulations**” as contained in Section 17.24.020 by deleting the phrase "Nonconforming Uses, Structures and Signs" and inserting the new phrase "Nonconforming Uses and Structures."



2. By amending the schedule entitled, "**RM-16, RM-32 AND RM-48 Districts: Development Standards**" as contained in Section 17.24.030 by deleting the phrase "Nonconforming Uses, Structures and Signs" and inserting the new phrase "Nonconforming Uses and Structures."

**SECTION 8.** Chapter 17.28 entitled, "**CO, CL AND CG Commercial Districts**" is amended as follows:

1. By amending the schedule entitled, "**CO, CL, AND CG Commercial Districts: Land Use Regulations**" as contained in Section 17.28.020 by deleting the phrase "Nonconforming Uses, Structures and Signs" and inserting the new phrase "Nonconforming Uses and Structures."

2. By amending the schedule entitled, "**CO, CL, AND CG Commercial District: Development Standards**" as contained in Section 17.28.030 by deleting all references to the word "signs".

**SECTION 9.** Chapter 17.32 entitled, "**IG Industrial District**" is amended as follows:

1. By amending the schedule entitled, "**IG District: Land Use Regulations**" as contained in Section 17.32.020 by deleting the phrase "Nonconforming Uses, Structures and Signs" and inserting the new phrase "Nonconforming Uses and Structures."

2. By amending the schedule entitled, "**IG District: Development Standards**" as contained in Section 17.32.030 by deleting all references to the word "signs".

**SECTION 10.** Table 17.33.050 entitled, "**CD District: Land Use Regulations Part 1 and Part II**" is amended by deleting all references to the word "signs".

**SECTION 11.** The table entitled, “**CD District: Development Standards**” contained in Section 17.33.070 is amended as shown in Exhibit 1, attached here to and incorporated by this reference.

**SECTION 12.** Subsection P of Table 17.33.080 entitled, “**CD Central District: Additional Development Standards**” is amended to read as follows:

“P. Not Used.”

**SECTION 13.** Paragraph 4, of Subsection C, of Section 17.57.040, entitled, “**Development Standards**” is amended to read as follows:

“For those projects located within the CO and CL base zoning districts, the height of a free-standing sign shall be limited to 8 feet. A minimum of 75 square feet of landscaping shall be required. All other signs shall meet the requirements of Chapter 17.72.”

**SECTION 14.** Chapter 17.72, entitled, “**Sign Regulations**” is hereby repealed. A new Chapter 17.72 is established as shown in Exhibit 2 titled “**Sign Regulations**”, attached hereto and incorporated by this reference.

**SECTION 15.** Chapter 17.76, entitled, “**Nonconforming Uses, Structures and Signs**” is renamed to read, “**Nonconforming Uses and Structures.**”

**SECTION 16.** Subsections A, D, E and F of Section 17.76.010 entitled “**Purposes**” is amended to read as follows:

“A. Limit the number and extent of specific nonconforming uses and structures that conflict with the provisions of this title by prohibiting their reestablishment after abandonment or in some cases their enlargement.”

“D. Allow for the continuation and maintenance of specific nonconforming uses and structures.”

“E. Limit the alteration, enlargement or relocation of nonconforming structures in a manner that would increase the discrepancy between existing conditions and the provisions of this title.”

“F. Establish procedures and criteria for evaluating the enlargement of nonconforming uses and structures.”

[Subsections B and C remain unchanged.]

**SECTION 17.** Section 17.76.020 entitled, “**Continuation and maintenance**” is amended by repealing subsection D. Subsection E is relettered to read as subsection D.

**SECTION 18.** The title of Section 17.76.030 is amended to read as follows, “Alteration and enlargements of nonconforming uses and signs.”

**SECTION 19.** Section 17.76.030 is amended by repealing subsections D and E. The existing subsection F is relettered to be subsection D.

**SECTION 20.** Section 17.76.060 entitled, “**Elimination of nonconforming uses, structures and signs,**” is amended to read, “**Elimination of nonconforming uses and structures.**”

**SECTION 21.** The first paragraph of section 17.76.060 is amended to read as follows:

“Nonconforming uses and structures listed in the following table shall be discontinued and removed from their sites, altered to conform, or altered as prescribed to decrease the degree of nonconformity, except that the cost to the property owner to comply with screening and

buffering standards shall not exceed \$10,000.00 per year. Additional time for abatement of the nonconformity may be granted pursuant to a variance”

**SECTION 22.** Subsection C of 17.76.060 is hereby repealed. Subsection D is relettered as subsection C.

**SECTION 23.** Chapter 17.82, entitled, “**Variances, Exceptions, and Modifications**” is renamed to read, “**Variances and Modifications.**”

**SECTION 24.** Section 17.82.040, entitled, “**Sign Exceptions**” is hereby repealed.

**SECTION 25.** The City Clerk shall certify the adoption of this ordinance and shall cause this ordinance to be published by title and summary.

**SECTION 26.** This ordinance shall take effect upon its publication.

Signed and approved this \_\_\_\_\_ day of \_\_\_\_\_, 2003.

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Bill Bogaard  
Mayor of the City of Pasadena

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council of the City of Pasadena at its meeting held day of \_\_\_\_\_, 2003, by the following

vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

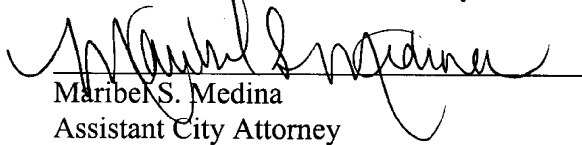
Date:

Published:

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JANE L. RODRIGUEZ, CMC  
CITY CLERK

APPROVED AS TO FORM:

  
Maribel S. Medina  
Assistant City Attorney