

## Draft Sign Ordinance Changes

Regulation	Current Code	2013 Draft	Present Draft
<b>Sign Districts</b>	No Districts- regulate signs by zoning district	Four Districts: Embarcadero, Downtown, Quintana, North Main. Different regulations for lodging and industrial establishments.	Same four districts as 2013 draft, with added: Regulations for Residential Districts and design standards/ guidelines for the sign districts.
<b>Sign Area Calculations</b>	Based on the linear measurement of 'building frontage'- 1 sq. ft. signage for every linear ft. of building frontage	Based on the proportion of the building's façade (e.g. 15% of the façade).	Same as 2013 Draft
<b>Sign Classifications</b>	None	Classified based on commercial and noncommercial	Classified based on on-premise and off-premise due to content based court ruling
<b>Prohibited Signs</b>	List of sign types and elements of signs that are prohibited. Many of these regulate content.	Same as current code with some additions. Still contained content-based regulations.	Created performance standards section to provide standards for all signs to follow instead of prohibiting a list of sign types.
<b>Sidewalk/A-Frame</b>	Prohibited city wide	Prohibited in Embarcadero District and permitted in other districts with special permit.	Same as 2013 Draft
<b>Master Sign Program</b>	Not included	Required for properties with three or more non-residential occupants or for projects involving construction or renovation of 25,000 sq. ft. of space. Includes application requirements, allowable modifications, and conditions of approval.	Same as 2013
<b>Additional provisions for Multi-business sites</b>	Not included	Not included	Additional provisions for shopping centers, retail clusters, and professional buildings that allow additional signage that are monument/architecture type.

<b>Amortization</b>	Schedule adopted in 1972 that required all non-conforming signs to be documented and addressed by March, 1973.	No amortization schedule. Non-conforming signs shall be removed when a new business opens, the type of business changes, or if they are not properly contained. Section 17.68.030.	Same as 2013 Draft, but now in section 17.68.140. Also includes an amortization schedule for illegal, nonconforming signs based on cost.
<b>Exceptions</b>	Exceptions granted if the planning commissions finds that the sign will not be contrary to the purposes of the chapter.	No exception permits. Only granted by the Planning Commission during review of a Master Sign Program or Variance.	Exceptions granted by the Planning Commission or, on appeal, by City Council if the exceptions will not grant special privilege or adversely affect health/safety/attractiveness of the area. Exceptions granted if it is necessary for the sign to fulfill purpose and/or the proposed sign will enhance the area.
<b>Sign Bonuses</b>	No bonuses	Bonuses granted for signs that have a high aesthetic quality (projecting signs, wall signs).	Same as 2013 Draft
<b>Nonconforming Signs</b>	17.68.140: Provisions for exiting nonconforming signs including time limits for abatement.	Separate provisions for legal nonconforming signs and illegal signs.	Separate provisions for legal nonconforming signs, unpermitted signs, and illegal signs.
<b>Exempt Signs</b>	15 different sign types were exempt from provisions.	Reduced to 5 different exempt signs: Legal Notice, Government Sign, Historical Marker, Educational Sign, Government-Required Sign.	Same as 2013 draft. The 2013 draft complied with the court ruling.
<b>Illumination</b>	No sign shall emit light exceeding a 10 foot candle-power at 10 feet from the sign face	Sign illumination standards consisting of 8 standards that regulate time signs are illuminated, light sources, glare prevention, etc.	Same standards as 2013, with added sign illumination types: Non-illuminated, Externally Illuminated, Internally Illuminated, Back Lit, Filament Lamp, Neon, and LED.
<b>Violations</b>	Not included	Not included	Section on administrative fines and business license review for businesses with Unpermitted or illegal Signs

<b>Graphics</b>	No graphics	Graphics showing: Sign types, sign area and facade calculations, sign districts, definition illustrations	Same as 2013 with additional graphics showing: sign illumination types and example district-specific signs.
<b>Formatting</b>	Block paragraph	Block paragraph and user-friendly, tabular	Same as 2013 draft with more tabular formatting for general sign standards