

CHAPTER 46
COMMERCIAL AND PUBLIC USE DISTRICT
SIGN REGULATION

46.01 Scope and Purpose. This regulation is established to regulate commercial and public use signs and to preserve and enhance the unique aesthetic, historic and economic values of the commercial and public use areas of Rancho Santa Fe.

46.02 Activities Regulated. In the Residence Districts of Class B and C and Business and Public Use Districts D through L, no commercial or public use sign or sign structure shall be erected, placed, constructed, altered, moved, enlarged, installed, displayed or maintained except upon permit issued by the Board of Directors. Nothing herein is intended to limit the Board of Directors authority under the Governing Documents to regulate private signs in these use districts, or commercial or private signs in the Class Use A districts.

46.03 Application. Applications for sign permits shall at minimum include drawings to scale indicating all sign and lettering dimensions, proposed materials, proposed locations, method of attachment, and color samples. The Art Jury and the Board of Directors may require the subsequent submittal of additional information for the purpose of fully understanding the proposed sign and its means of installation.

46.04 Art Jury Review. Before the Board of Directors issues any sign permit, it shall obtain advice from the Art Jury.

46.05 Standards and Objectives. The objective of the Art Jury and Board of Directors in reviewing applications for signs is to keep a moderate, attractive and compatible styling so as not to cause disturbing distractions from the architecture of the commercial and public use districts; therefore, design, lettering style, size, quantity, material, location and color of proposed signs will be carefully reviewed. Sign applications will be evaluated by the following criteria:

- a. Sign copy area, including letters, characters and logos.
- b. Number of proposed and existing signs.
- c. Sign surface area.
- d. Artistic result.
- e. Relationship to street frontages.
- f. Interrelationship among proposed and existing signs.
- g. Illumination.
- h. Location and compatibility to its area.

46.06 Types of Signs Permitted.

46.0601 Colors. Unless otherwise permitted herein, all signs must utilize the Association's preferred white-on-green color scheme (Pantone 626 green). The use of a white-on-brown color scheme (Pantone 469 brown) may be approved for areas not readily visible from street frontages, such as interior courtyards (see Appendix A to Chapter 46, "Signs – White-On-Brown Approved Areas").

46.0602 Wall Signs. "Wall Signs" are commercial signs attached parallel to exterior walls. Acceptable Wall Signs shall be limited to:

- a. Signs made of metal or materials indistinguishable from metal when painted or, preferably, metal cutout with colors as limited by §46.0601; or
- b. Individual, wall-mounted metal (or materials indistinguishable from metal when painted) letters, logos or characters with dark, antiqued, anodized or similar non-reflective treatments, or painted in dark green, black or brown; or
- c. Wall-mounted decorative ceramic tiles which may be of any color combination approved by the Board of Directors.

46.0602.01 Wall Signs shall not extend more than six (6) perpendicular inches beyond the surface of which they are mounted.

46.0602.02 No part of a Wall Sign shall be attached to a wall at a height greater than fifteen (15) feet above the adjoining sidewalk or ground.

46.0602.03 Wall Signs shall contain no more than eight (8) square feet of sign area.

46.0603 Ground Signs. "Ground Signs" are signs supported by uprights, in or upon the ground, and signs on rocks or structures other than buildings and/or canopies. Ground Signs shall be limited as follows:

46.0603.01 A maximum of eight (8) square feet per face.

46.0603.02 A maximum height of six (6) feet from the ground.

46.0603.03 Wood, metal or materials indistinguishable from metal when painted, with colors as limited by §46.0601.

46.0604 Hanging Signs. A "Hanging Sign" shall include any sign which hangs from a building and extends from the face of a building. Hanging Signs shall be limited to:

46.0604.01 Metal or materials indistinguishable from metal when painted or, preferably, metal cutout with colors as limited by §46.0601.

46.0604.02 A maximum of four (4) feet projection from the wall of the building.

46.0604.03 A maximum of six (6) square feet sign space on each of its two sides.

46.0604.04 A maximum thickness of not more than two (2) inches.

46.0604.05 A minimum clearance of no less than seven (7) feet above a pedestrian path.

46.0605 Standard Sign. A "Standard Sign" is defined as a sign which is either a "Wall Sign" meeting the criteria listed in §46.0602 or a "Hanging Sign" meeting the criteria listed in §46.0604, and which also meets all of the following criteria:

- a. Rectangular shaped and no greater in size than two feet by three feet (2' x 3');
- b. Metal cutout or cutout materials indistinguishable from metal when painted, painted white-on-green, with colors as limited by §46.0601;
- c. Directly attached to the tenant space;
- d. Located on a street-facing facade at a height no less than four (4) feet nor greater than ten (10) feet above the ground;
- e. Containing sign copy and decorative cutouts only.

46.0605.01 Processing Exemption for Standard Signs. One (1) Standard Sign per tenant street frontage, as limited by this article, may be approved by the Board of Directors, with the processing exemptions listed below:

- a. No application fee shall be required.
- b. No notice of application shall be required.
- c. No Art Jury advice shall be required, §46.04 of this Article notwithstanding, excepting that the Board of Directors may refer the requested Standard Sign to the Art Jury for review if a substantial aesthetic issue is found to exist.

46.0606 Multiple Tenant Signs. "Multiple Tenant Signs" includes signs that represent two (2) or more separate and independent business or commercial users, and that are attached to a common post, frame, chain or other support structure. Multiple Tenant Signs may be permitted where the following findings can be made:

- a. The property upon which the sign(s) will be placed contains multiple tenants;

- b. Individual tenant signs would inadequately identify individual businesses and/or Multiple Tenant Signs will reduce the clutter of individual signs; and,
- c. The approval of Multiple Tenant Signs will not detract from the character of its surroundings.

46.0606.01 Multiple Tenant Signs shall be constructed of wood, metal or materials indistinguishable from metal when painted, with colors as limited by §46.0601. Individual sign panels in a Multiple Tenant Sign shall maintain an appearance indistinguishable from each other in terms of material and color.

46.0606.02 Replacement of individual sign panels on established multiple tenant sign displays shall not be subject to application and permit requirements, §46.02 notwithstanding where:

- a. The replacement sign is the same size, color and style as the sign which it replaces; and,
- b. The replacement does not exceed fifty (50) percent of the number of signs contained on the multiple tenant signs.

46.0607 Lettering on Glazing. Gold lettering on glazing may be approved when the lettering is subordinate to the glazing and is utilized in an understated fashion.

46.0608 Interior Signs. Interior signs that are primarily intended to be viewed from the streets, sidewalks and/or courtyards, and are incapable of being read correctly from the interior of the building, shall require Association review, approval and permit. Specifically excluded from this requirement are interior displays that feature the goods or products associated with the commercial use, or displays that depict services offered.

46.0609 Illumination. Lights may be permitted on signs, provided that the light be equipped with a shield such that only the sign surface is illuminated and glare on the street or adjacent property is prevented.

46.07 Types of Signs Not Permitted. Prohibited sign types include, but are not limited to:

- a. Sandwich board or other temporary commercial signs placed on public or private walkways or areas.
- b. Rear-illuminated, interior-lit or neon signs.
- c. Roof signs.
- d. Balloons, inflatables or tethered aerals.
- e. Signs with any moving parts or lights which create the appearance of movement.

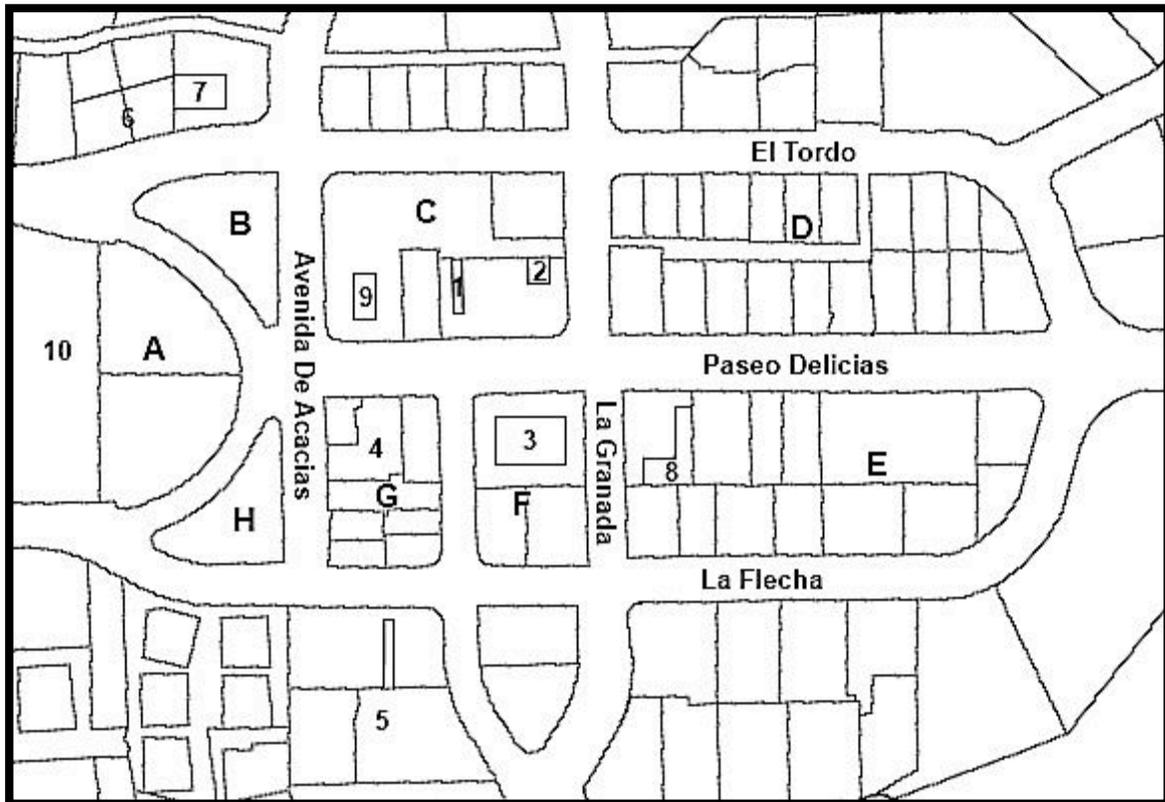
- f. Signs or sign installations that incorporate blinking or tracing lights.
- g. Tenant signs on unoccupied buildings or spaces.
- h. Signs and lettering on awnings, valences, canopies and other similar exterior accessories.

46.08 Effective Date. The effective date of this regulation is July 21, 1994.

46.09 Amended Date. This regulation was amended at §§46.0601, 46.0602(a), 46.0602.01, 46.0603, 46.0603.03, 46.0604.01, 46.0605(a, b & e), and 46.0606.01 on May 2, 1996. This regulation was amended at §§46.03, 46.05, 46.0601, and 46.0602(a and b) on January 15, 1998.

Appendix A to Chapter 46 **Signs – White-On-Brown Approved Areas**

The use of a white-on-brown color scheme (Pantone 469 Brown) may be approved for areas not readily visible from street frontages, such as interior courtyards (Section 46.0601)



Key

- 1. Block C- Jane Palmer, Fino, Parrot Press, Cleaners
- 2. Pantry – West Wall

3. Block F Interior- Ayres Building Breezeways
4. Block G – Country Squire Interior Courtyards & Breezeways
5. The Village Market & Post Office
6. Inn Office Complex
7. North Side Office Complex
8. Quimby's Breezeway
9. Ewing Breezeway – Wall Signs Only
10. The Inn – Internal Areas