



staff report

TO: Honorable Chairman and Members of the Planning Commission

FROM: Elizabeth Corpuz, Director of Planning and Building Services

SUBJECT: Consideration and possible action to conduct a Study Session concerning a future amendment to the Bellflower Municipal Code pertaining to sign regulations.

DATE: October 1, 2018

RECOMMENDATION

- 1) Open the Study Session for Staff presentation and discussion; take no formal action; or
- 2) Alternatively, discuss and take other action related to this item.

BACKGROUND

In May 2018, the City of Bellflower began a comprehensive update to its sign regulations. The City retained the services of De Novo Planning Group to assist the City with this effort. As part of the work program, the project team has completed the following tasks:

- Evaluated and annotated the City's existing signage code;
- Identified best practices in contemporary signage code regulations and signage manufacturing;
- Summarized changes to the legal landscape which impact sign regulations;
- Completed a regional comparison of neighboring jurisdictions' sign codes;
- Prepared a visual preference survey of signage types and long-form community survey available online (<https://www.surveymonkey.com/r/BellflowerSignage>);
- Hosted two pop-up events at Bellflower's Summer Streetfest and solicited community responses to the visual preference survey (over 100 responses received); and
- Conducted stakeholder interviews with sign companies, developers, and business owners.

DISCUSSION

The purpose of the Study Session is to: 1) provide the Planning Commission with an update from De Novo Planning Group regarding the status of the sign code update; 2) obtain input from the Planning Commission related to sign standards and the review process; and 3) discuss next steps in the comprehensive sign code update.

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As part of the Study Session, the following are questions for Planning Commission's consideration:

1. What three things would you like to change about the current sign code? For example, are there types of signs you would like to see in Bellflower that aren't allowed or well-regulated in the current code?
2. In your experience reviewing project applications, what aspects of the current code are working well or not working well?
3. Other than the Town Center (TC) District, are there any other areas of the City that deserve special attention in the new sign code? If so, what areas and why is signage especially important in these locations?

The input received from the Planning Commission will be carefully considered as the project team prepares the draft Sign Ordinance. Once the draft Sign Ordinance is completed, it will be presented to the Planning Commission for consideration at a future public hearing. At this time, no formal action is necessary.

ATTACHMENT

- A. Bellflower Municipal Code Chapter 17.68 (Signs)

Chapter 17.68 SIGNS

17.68.010 Signs for SF and R-1 Zones.

The following signs are permitted on-premises within the SF (Single-family Residential) and R-1 (Low Density) Zones.

- A. Real Estate Signs Authorized by Civil Code Section 713. One (1) unlighted sign not exceeding nine (9) square feet in area and pertaining only to the sale, lease, or exchange of the particular building, property or premises upon which it is displayed.
- B. During the period a residential structure is in the process of construction, a developer or builder may erect on the premises signs totaling not to exceed twenty-four (24) square feet, which signs shall be removed from the premises within fifteen (15) days after final inspection by the Building Department.
- C. During the development of a subdivision or tract, the developer or authorized representative may erect two (2) signs within the subdivision not to exceed a total of two hundred (200) square feet each for a period not to exceed six (6) months or until all lots in the tract are sold. (Prior code §§ 19-4.2(d) and 19-5.2(d); Ord. 1331 § 5, 12/12/16)

17.68.020 Signs for R-2 and R-3 Zones.

The following signs are permitted on-premises within the R-2 (Medium Density Residential) and R-3 (Multiple Residential) Zones.

- A. Identification sign containing only name and street address not exceeding eighteen (18) square feet in area for multiple dwellings and other permitted uses. Such sign shall be attached to the building face. The identification sign shall not extend above the eave line nor project more than eight (8) inches from the face of the building.
- B. One (1) low profile planter type sign may be allowed in lieu of the building sign.
 - 1. The maximum height shall not exceed forty-two (42) inches above grade level and shall not exceed eighteen (18) square feet in area. Such sign shall contain only the name and street address.
 - 2. Such sign shall be set back a minimum of five (5) feet from the front property line.
- C. Real Estate Signs Authorized by Civil Code Section 713. One (1) unlighted sign or banner not exceeding twelve (12) square feet in area and pertaining only to the sale, lease, or exchange of the particular building, property or premises upon which it is displayed.
- D. One (1) unlighted sign or banner not exceeding twelve (12) square feet in area to identify public or private parking lots. (Prior code §§ 19-6.4(p) and 19-7.4(p); Ord. 1331 §§ 6, 7, 12/12/16)

17.68.030 On-Premises Signs in the General Commercial Zone.

- A. On-premises signs in the CG (General Commercial) Zone shall comply with the following requirements.

1. The height of any sign shall not be in excess of any of the following limitations:
 - a. Forty-five (45) feet above grade in any event.
 - b. Twenty-five (25) feet above grade level if the sign is a freestanding or ground sign.
 - c. Fifteen (15) feet above the roof line when sign is constructed on top of or attached to the side of the building.
 2. A sign shall have only three hundred (300) square feet in area.
 3. One (1) freestanding sign per separate street frontage of one hundred fifty (150) feet or greater per parcel of land shall be permitted; provided, that the said sign is in all other respects in compliance with an ordinance or law applicable thereto.
 4. All on-premises signs in this district pertaining to a business, product, activity, or service which is available at, or conducted on, the premises on which the sign is located.
 5. Temporary banners are permitted as set forth in Section 17.68.100 of this chapter.
 6. The provisions of Subsections (A)(1), (2) and (3) only of this subsection may be modified by a Sign Permit as approved by the Planning Commission, subject to compliance with the following criteria and a determination by the Planning Commission, without the necessity of any public hearing, that such criteria are met:
 - a. Sign is compatible with area;
 - b. Sign is not detrimental to adjacent property;
 - c. Sign is in keeping with the purpose and intent of the Zoning Ordinance;
 - d. Sign complies with the General Plan.
- B. Flexible Face Signs.
1. Sign Types. Subject to all the following, flexible face sign material is only permitted as an integral part of a pole sign, pylon sign, or oversized single-faced cabinet wall sign exceeding thirty-six (36) square feet.
 2. Sign Area. The minimum sign area for each face of a sign using flexible face sign material shall be no less than thirty-six (36) square feet for pylon, pole, and oversized single-faced cabinet wall signs. There is no maximum sign area for each face of a pole, pylon, or oversized single-faced cabinet wall sign.
 3. Maintenance. The following shall apply to all sign faces using flexible face sign material:
 - a. Each face shall be pressure washed every six (6) months.
 - b. Each face shall have a minimum lifespan of no less than five (5) years and shall be replaced every seven (7) years.
 - c. Each face shall be re-tensioned every year by a licensed sign contractor with certification from the manufacturer for installation and maintenance of the material.
 - d. Each face shall be maintained in good condition at all times, including to prevent sagging, wrinkling, or waving.
 4. Installation. The following shall apply to the installation of each face of a sign using flexible face material:
 - a. Each face shall be installed by a licensed sign contractor with certifications from the applicable manufacturer for sign installation and maintenance.

- b. Each face shall be installed in compliance with the applicable manufacturer's specifications.
 - c. No face shall be secured to a sign cabinet by screws, nails, or tacks.
 - d. To retrofit existing cabinet signs with flexible face sign material, a new retaining and tensioning system shall be installed within the existing cabinet.
5. Covenant. Prior to building permit issuance, a covenant shall be signed by the property owner and contractor and recorded by the property owner accepting all maintenance and installation requirements required by this subsection. The covenant shall also include a maintenance schedule for the sign, including, but not limited to, pressure washing, replacement, and re-tensioning. (Prior code § 19-10.4(a)(10); Ord. 1185 § 2, 9/14/09; Ord. 1272 § 11, 4/28/14; Ord. 1281 § 12, 9/8/14; Ord. 1331 § 8, 12/12/16)

17.68.040 Off-Premises Signs in the General Commercial Zone.

- A. Purpose. The purpose of this section is to encourage economic revitalization of the downtown area, improve traffic safety, retain the strong family home environment in the City and maximize the visual character of open spaces to promote the General Plan of the City. Accordingly, based upon extensive study and survey, the legislative body of the City finds and declares that to achieve the foregoing, but not limited thereto, that the public health, safety, and general welfare requires that all off-premises signs in the C-G (General Commercial) Zone shall be controlled, regulated and abated as herein set forth.
- B. Permits. Off-premises signs may be permitted subject to approval of a Conditional Use Permit as provided in Section 17.44.030.
- C. General Development Standards. The following standards shall be applicable to off-premises signs:
 - 1. Ground Clearance. The location and ground clearance of an off-premises advertising structure shall be such as not to obstruct visibility necessary for the safety of vehicular and pedestrian traffic, but in no event shall the ground clearance be less than eight (8) feet. Said distance shall be measured from finished grade to the bottom of the sign.
 - 2. Height. No part of any off-premises advertising signs shall exceed thirty-five (35) feet above the road level that the sign faces.
 - 3. Maximum Area. Off-premises signs shall be limited to a maximum area of three hundred (300) square feet, unless a Conditional Use Permit is first obtained.
 - 4. Support. Off-premises signs shall be supported by a maximum of two (2) members constructed of steel or other metals.
 - 5. Illumination. No flashing rotating or hazardous lighting shall be permitted. The direction and intensity of all lighting shall not be such as to cause a nuisance or traffic hazard.
 - 6. Projection. No off-premises sign shall project into the public right-of-way.
 - 7. Location. All off-premises signs shall be freestanding on the ground only, and shall be independent of any attachments to the building.
 - a. No off-premises signs shall be located within three hundred (300) feet from existing off-premises signs on any lot fronting or siding on the same side of the same street.

- b. No off-premises signs shall be permitted within a radius of three hundred (300) feet from a public school, City Hall, library or public park.
- c. Attachment of Signs. Attachment of other on premises or off-premises signs to off-premises signs shall not be permitted.
- 8. Aesthetics. All exposed backs and sides of off-premises sign structures visible to the public or adjacent property shall be suitably covered in order to conceal the structure and be properly maintained, provided that all signs shall be designed in the simplest form and be free of any visible bracing, angle iron, guy wires, cables, etc.
- 9. Maintenance. All off-premises signs shall be maintained in good repair, including display surfaces which shall be neatly posted.
- D. Nonconforming Off-Premises Signs. All nonconforming signs shall be abated in accordance with the following:
 - 1. All off-premises signs made nonconforming by this Code, may continue to be used for a period of twenty (20) years from the date they are made nonconforming or until there occurs a change in the type, kind or nature of the business, profession or other activity at the premises upon which a sign is located, whichever occurs first.
 - 2. Exceptions. The Planning Director may grant an exception to the above stated maximum period of time for bringing signs into conformance, providing the period of time is not greater than that time necessary to amortize the cost of the sign for tax purposes under Section 167, Internal Revenue Code. Requests for such extension shall be supported by legal documents, sworn statement, affidavits, or other documents clearly establishing the need for the additional time beyond the standard three (3) year amortization period.
 - 3. Abatement Enforcement. When the abatement period has expired, a written notice of abatement shall be given to the owner of the sign, the owner of the property on which the sign is located, and to the person in possession of the property, if any.
 - a. The notice shall be complied with within thirty (30) days after the mailing thereof, in the absence of an appeal.
 - b. Any off-premises sign not removed within the thirty (30) day abatement period will be considered a public nuisance and may be remedied with civil actions.

(Prior code §§ 19-10.4(a)(9) and 19-10.4(b)(15); Ord. 1150 § 1 (Exh. 6), 11/26/07)

17.68.050 On-Premises Signs in the Town Center District.

- A. No signs shall be erected or maintained in the Town Center District except as set forth below. The number and area of signs as outlined in those sections are intended to be maximum standards. In addition to the enumerated standards, consideration shall be given to a sign's relationship to the building or structure on which it is placed, the overall appearance of the subject property, as well as the sign's relationship to the overall streetscape. Compatible design, simplicity, and sign effectiveness are to be used in establishing guidelines for sign approval.
- B. Sign Permit Required. No sign, including a temporary sign, unless exempted by this Code, may be constructed, mounted, erected, placed, displayed, or altered without a Sign Permit issued pursuant to this Code. The Planning Director, or designee, may review all signs unless otherwise stated. A Sign Permit is not required for a change of copy on a sign if the

change of copy does not involve a physical alteration to a structural component of the sign or otherwise extend the remaining useful life of the sign structure.

C. Sign Permit Administration.

1. Planning Director Review Requirement. The Planning Director shall be required to review and approve sign applications prior to the placing, erecting, moving, re-facing, or reconstructing of any sign in the Town Center District, unless expressly exempted by this Code. Signs requiring Planning Director review shall comply with the provisions of this Code and all other applicable laws and ordinances.
2. Planning Director Review, Method of Application. An application for Planning Director review shall be made on forms as prescribed by the Planning Department. Such an application shall be filed with the Planning Department with applicable plans set forth by the Planning Department. The application shall be accompanied by any fees or bonds as specified by City Council resolution.
3. Planning Director Review, Method of Review. Except as set forth in this subsection, after receipt of a sign application, the Planning Director shall render a decision to approve, approve with modification, or deny such sign request within ten (10) working days. Such a review shall insure that any sign proposal is in conformance with these sections, the purpose and intent of the Town Center District requirements (Chapter 17.48, Town Center (TC) District), and the goals, objectives, and policies of the General Plan. The Planning Director may designate a representative of the Planning Department to implement the provisions of this section. Further, the Planning Director has the option of referring any sign request to the Development Review Committee and/or Town Center Design Review Committee for their recommendation.
4. Interpretation of Provisions.
 - a. The provisions of the Town Center District sign regulations are not intended to abrogate any easements, covenants, or other existing agreements which are more restrictive.
 - b. Whenever the application of any Town Center District sign regulation is uncertain due to ambiguity of its provisions, the question shall be referred to the Planning Commission for determination. The Planning Commission shall then authorize signage which best fulfills the requirements of those regulations, and shall provide specific written findings as to the determination's consistency with the purpose and intent of Chapter 17.48, Town Center (TC) District), and the goals, objectives, and policies of the General Plan.
5. Appeal to Commission. A decision of the Planning Director may be appealed within ten (10) calendar days of such decision to the Planning Commission. Such appeal shall be made on forms prescribed by the Planning Department and fees paid in the amount established by resolution of the City Council. The submission of the application and fees shall constitute the filing of the appeal. The Planning Commission shall review such appeal at a regularly scheduled meeting according to the schedule of meetings and deadlines for submission of applications. The Planning Commission shall either uphold, reverse, or modify the Planning Director's decision and shall state specific written findings which support their decision, including, but not limited to:
 - a. Compliance with the Town Center District sign standards, regulations, and criteria;
 - b. Conformance to the purpose and intent statement of Chapter 17.48; and

- c. Compatibility with the goals, objectives, and policies of the General Plan.
- 6. Appeal to Council. If anyone is aggrieved or affected by the decision of the Planning Commission, they may appeal such decision to the City Council pursuant to Chapter 17.08. The City Council shall review such appeal and either uphold, reverse, or modify the Planning Commission's decision and shall state specific written findings which support their decision including, but not limited to:
 - a. Compliance with the Town Center District sign standards, regulations, and criteria;
 - b. Conformance to the purpose and intent statement of Chapter 17.48; and
 - c. Compatibility with the goals, objectives, and policies of the General Plan.

D. Definitions. For the purpose of this section, the following words and phrases shall have the following meanings:

Abandoned Sign

"Abandoned sign" shall mean any display remaining in place or not maintained for a period of thirty (30) calendar days or more which no longer advertises or identifies an on-going business, product, or service available on the business where the display is located.

Advertising Structure

"Advertising structure" shall mean an on-site or off-site structure of any kind or character other than the main business identification signs, erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing, painting, or other advertisement of any kind whatsoever may be placed, including statuary, for advertising purposes.

Address Sign

"Address sign" shall mean the numeric reference of a structure or use to a street, included as part of a wall or monument sign.

A-Frame Sign or Sandwich Sign

"A-frame sign" or "sandwich sign" shall mean a freestanding sign usually hinged at the top, or attached in a similar manner, and widening at the bottom to form a shape similar to the letter "A." Such signs are usually designed to be portable, hence they are not considered permanent signs.

Animated or Moving Sign

"Animated" or "moving sign" shall mean any sign which uses movement, lighting, or special materials to depict action or create a special effect or scene.

Area of Sign

"Area of sign" shall mean the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure, or character, together with any other material or color forming an integral part of the display or used to differentiate such sign from the background on which it is placed. The area of a sign having no such perimeter shall be computed by enclosing the entire area within parallelograms, triangles, or circles in a size sufficient to cover the entire area and computing the size of such area. In the case of a two-sided sign, the area shall be computed as including only the maximum single display surface which is visible from any ground position at one time. The supports or uprights on which any sign is supported should not be included in determining the sign area unless such supports or uprights are designed in such a manner as to form an integral background of the

sign. In the case of any cylindrical sign the total area shall be computed on the total area of the surface of the sign.

Awning Sign

“Awning sign” shall mean a nonilluminated sign that is printed on, painted on, sewn on, or attached to a fabric awning and is only permitted on the vertical surface (drop valance).

Banner, Flag, Pennant, or Balloon

“Banner,” “flag,” “pennant” or “balloon” shall mean any cloth, bunting, plastic, rubber, paper or similar material used for advertising purposes attached to or pinned on, or from, any building, structure, staff, pole, line, framing, or vehicle, including captive balloons, blimps, and inflatable devices or signs but not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

Bench Sign

“Bench sign” shall mean copy painted on any portion of a bus bench.

Billboard Sign

“Billboard sign” shall mean a sign structure advertising an establishment, business, merchandise, service, or entertainment, which is not sold, produced, manufactured or furnished at the property on which the sign is located.

Blade Sign

“Blade sign” shall mean a small pedestrian oriented business identification sign attached to the underside of an awning, canopy, or marquee.

Building Face

“Building face” shall mean the area of the front building elevation in which the business is located. If more than one business is located in a single building (individual storefronts), then such area shall be limited to that portion which is occupied by each individual storefront business.

Business Directory Sign

“Business directory sign” shall mean a sign located in a multi-tenant complex which lists each business and address located therein.

Business Identification

“Business identification” shall mean an on-site sign which identifies the name of the business and/or primary use (e.g., Joe’s Hardware, Pete’s Plumbing, Fred’s Furniture, Cafe Roma, Bank of California, Chic Fabric) and associated logos. Business identification signs shall not include extraneous information including, but not limited to: phone numbers, advertisement, promotion, product names, merchandise, commodities, prices, or hours of operation.

Cabinet Sign

“Cabinet sign” shall mean an internally illuminated sign composed of a metal cabinet commonly framing plastic or plexiglass panels which contain mounted plastic or plexiglass sign copy.

Changeable Copy Sign

“Changeable copy sign” shall mean a sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

Civic Event Sign

“Civic event sign” shall mean a temporary sign, other than a commercial advertisement or promotion sign, posted to identify a civic event sponsored by a public agency, school or similar noncommercial organization.

Construction or Contractor Sign

“Construction sign” or “contractor sign” means a temporary sign erected on the parcel on which construction is taking place and limited to the duration of the construction.

Convenience Sign

“Convenience sign” shall mean a sign not larger than two (2) square feet which conveys information such as “restrooms,” “no parking,” “pickup and delivery,” and the like but does not contain land, trade name, advertising, promotion, or business identification and is designed to be viewed on-site by pedestrians and/or motorists.

Copy

“Copy” shall mean any words, letters, numbers, figures, logos, designs, or other symbolic representations incorporated into a sign.

Directional Sign

“Directional sign” shall mean a sign not larger than two (2) square feet which contains words such as “entrance,” “enter,” “exit,” “in,” “out,” or other similar words or a sign containing arrows or characters principally used for pedestrian or vehicular directional messages, indicating traffic or pedestrian directions and used either in conjunction with such words or separately. No directional sign shall contain any land, trade name, promotion, advertising or business identification information.

Director, Planning

“Planning Director” shall mean the Planning Director of the City.

Director Review

“Director review” shall mean a method of review by the Planning Director, as stipulated in this section, designed to determine conformance with this section.

Eave Line

“Eave line” shall mean the bottom of the roof eave, cornice, or parapet.

Flashing Sign

“Flashing sign” shall mean any sign which contains or is illuminated by lights which are intermittently or sequentially on and off, which change intensity, or which create the illusion of motion in any manner.

Freestanding Sign

“Freestanding sign” shall mean a sign which is permanently supported by one (1) or more uprights, braces, poles, or other similar structural components when utilizing earth, rock, the ground, or any foundation set in the ground as a primary supportive base.

Height of a Sign

“Height of a sign” shall mean the greatest vertical distance measured from the grade at the point the sign supports intersect the ground and any accompanying architectural features of the sign.

Holiday Decoration

“Holiday decoration” shall mean temporary decoration (e.g., holiday light strings, garlands, tinsel, wreaths) clearly incidental to and customarily and commonly associated with a national holiday e.g., New Years, St. Valentines Day, Presidents Day, St. Patrick’s Day, Easter, Memorial Day, Independence Day, Labor Day, Halloween, Thanksgiving, Christmas/Chanukah.

Inflatable Sign or Device

“Inflatable sign” or “device” shall mean any display capable of being expanded by air or other gas and used on a permanent or temporary basis to promote or advertise a business, service, product, or event.

Inoperative Activity

“Inoperative activity” shall mean a business or activity that has ceased operation at any given location for a period of at least sixty (60) calendar days.

Illegal Sign

“Illegal sign” shall mean any of the following:

1. A sign constructed, erected, placed, displayed, or altered, (including temporary signs, copy changes, and re-facing) without a Sign Permit approved by the City.
2. A sign erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use;
3. A sign that was legally erected, but whose use has ceased, or the structure upon which the display is placed has been abandoned by its owner, not maintained, or not used to identify or advertise an ongoing business for a period of not less than sixty (60) calendar days;
4. A sign that was legally erected which later became nonconforming as a result of the adoption of Chapter 17.48 (Town Center (TC) District), the amortization period for the display provided by law rendering the display nonconforming has expired, and conformance has not been accomplished;
5. A sign which is a danger to the public or is unsafe;
6. A sign which is a traffic hazard not created by the acts of the City or County.

Illuminated Sign

“Illuminated sign” shall mean a sign with an artificial light source for the purpose of lighting the sign.

Interior Sign

“Interior sign” shall mean a sign located inside of a building or structure that cannot be seen from outside of the building or structure.

Monument Sign

“Monument sign” shall mean a low profile (maximum six (6) feet in height) ground hugging, stand-alone sign with the appearance of having a solid base incorporating the design and building materials accenting the architectural theme of the building(s) on the same property.

Nonconforming Sign

“Nonconforming sign” shall mean a sign which was legally erected, but which does not comply with the provisions of law due to a change in law.

Off-Site Sign

“Off-site sign” shall mean a sign which promotes, advertises, informs, or directs attention to products, services, goods, merchandise, commodities, persons, events, or activities that are not provided on the site upon which the sign is located. Off-premises sign, billboard, and outdoor advertising structure are equivalent terms.

On-Site Sign

“On-site sign” shall mean a sign identifying the type of activity that is provided on the specific site upon which the sign is located.

Portable Sign

“Portable sign” shall mean a sign not designed to be permanently attached to a structure or to the ground, including “A” Frames and Sandwich Signs.

Projecting Sign

“Projecting sign” shall mean a sign which is attached to a building or structure and which projects in a perpendicular manner more than twelve (12) inches from the wall surface of that portion of the building or structure to which it is mounted.

Public Plaza

“Public plaza” shall mean a publicly or privately-owned open space regularly accessible to the public for public use and which has an appearance influenced by classical urban planning design, that is, a gathering area designed to encourage a diverse set of activities (i.e., formal or informal, group or individually oriented, planned or spontaneous). A few non-exclusive examples of public plazas in Bellflower are Friendship Square, Town Center Plaza, and Town Center Gateway Plaza. Public plaza elements typically include some sort of central water fountain, public art piece, outdoor furniture, landscaping designed with an emphasis on pedestrian traffic only and performance and design standards, such as accessibility, aesthetics, security and safety, and functionality.

Real Estate Sign

“Real estate sign” means a temporary sign authorized pursuant to Civil Code Section 713 and containing only that information described in Civil Code Section 713. Real estate signs are subject to time, place and manner restrictions as set forth in this Code.

Revolving Sign

“Revolving sign” shall mean a sign, which all or a portion of, may rotate either on an intermittent or constant basis.

Roof Sign

“Roof sign” shall mean a sign erected, constructed, or placed upon or over a roof, cornice, or parapet wall of a building or structure and which is wholly or partly supported by such building or structure.

Roof

“Roof” shall mean the external upper covering of a building or structure.

Sign

“Sign” shall mean any structure, housing, device, figure, decal, statuary, painting, display, message, placard, or other contrivance, or any part thereof, mounted to a building, awning, canopy, marquee, the ground, a tree, wall, bush, fence, or structure, which is designed, constructed, created, engineered, intended, or used to promote, advertise, identify, direct, or to

provide data or information in the nature of promoting, advertising, or identifying, for any of the following purposes:

1. To advertise or promote the interest of any person when the same is placed out of doors in view of the general public.
2. To designate, identify, or indicate the name of the business of the owner or occupant of the premises upon which the advertising display is located.
3. To advertise the business conducted, services available or rendered, or the goods produced, sold, or available for sale, upon the property where the advertising display is erected.

Special Service Sign

“Special service sign” shall mean a sign associated with a service station designed to identify such items as “self-serve,” “full serve,” “air,” “water,” and “cashier.”

Temporary Use Sign

“Temporary use sign” shall mean a temporary use sign which advertises special events, and activities such as: charitable events, inventory sales, clearance sales, sidewalk sales, “moonlight madness” sales, carnivals, parades, Christmas tree lots, fireworks stands, Founders Day celebrations, Oktoberfests, and chili cook-offs. A banner sign constructed of cloth, canvas, or other pliable material, or painted to the interior or exterior of a window, designed or intended to be displayed for a limited period of time.

Wall Sign

“Wall sign” shall mean a sign painted on, attached to, or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall, not projecting more than six (6) inches from the building or structure.

Window Sign

“Window sign” shall mean any sign painted, gilded, applied, attached, glued, or otherwise affixed to the interior or exterior of a translucent or transparent window surface.

E. Exempt Signs. The following on-site signs shall be exempt from the application, permit, and fee requirements of Town Center District sign regulations. An electrical or building permit may, however, be required:

1. Permanent window signs not exceeding one (1) square foot limited to business identification, hours of operation, address and emergency information only.
2. Construction or contractor signs. One (1) construction or contractor directory sign shall be permitted on the construction site for all contractors not exceeding thirty-two (32) square feet unless legally required by government contracts to be larger. No sign shall exceed eight (8) feet in overall height. Each sign shall be removed prior to issuance of a Certificate of Occupancy.
3. Temporary (removable cardboard, or equivalent) window oriented real estate signs for the sale, leasing, or rental of commercial or office property: One (1) sign for each thirty (30) linear feet of building or storefront street frontage, or portion thereof, not to exceed sixteen (16) square feet in area, placed in the window to advertise the sale, lease, or rental of such property. No such sign shall exceed eight (8) feet in overall height. Signs shall be removed, upon the first to occur of: i) three (3) days after the sale, lease, or rental of the premises; or ii) twenty-four (24) months of continuous display after the first installation of the sign. The continued use of a temporary real estate sign, which exceeds

the initial twenty-four (24) month period, shall require the approval of a formal Sign Permit with the new time period to be established and approved by the Director of Planning.

4. Interior signs located within a building or structure which are not visible from outside of the building or structure.
5. Plaques, or directional signs for community historical resources, installed by a recognized historical society or civic organization, recognized by the City Council.
6. Directional and convenience signs not exceeding two (2) square feet in area.
7. Chalkboard menus, wall mounted, not exceeding two (2) square feet, in conjunction with a restaurant (e.g., café, espresso bar, coffee house).
8. Official and legal notices issued by the court, public body, person, or officer in performance of his/her public duty or in giving any legal notice.
9. Directional, warning, or informational signs, or structures required or authorized by law or by Federal, State, County, or City authority.
10. Official flags of the United States of America, the State of California, and other states of the United States, counties, municipalities, and official flags of foreign nations, and flags of nationally or internationally recognized organizations, not to exceed twelve (12) square feet, or exceed the building height limit.
11. Signs of public utility companies, indicating danger or which serve as an aid to public safety or which show location of underground facilities or public telephones.
12. Safety signs on construction sites.
13. Address signs, not to exceed one (1) square foot.
14. Credit cards accepted, association memberships - Permanent signs not exceed a total sign area of one (1) square foot.
15. Holiday decorations.
16. Temporary freestanding real estate signs for the sale, leasing, or rental of property shall be permitted only on a lot that is entirely vacant and shall have a maximum of two (2) sign faces not to exceed sixteen (16) square feet per face. Signs shall be removed, upon the first to occur of: (a) three (3) days after the sale, lease, or rental of the property; or (b) twenty-four (24) months of continuous display after the first installation of the sign, whichever occurs first. The continued use of a temporary real estate sign, which exceeds the initial twenty-four (24) month period, shall require the approval of a formal Sign Permit with the new time period to be established and approved by the Director of Planning. Freestanding real estate signs shall be maintained in good condition, clean, and free from graffiti.

F. Prohibited Signs. All signs not expressly permitted are prohibited in the Town Center District, including, but not limited to, the following:

1. A-frame or sandwich signs except as permitted by this Code.
2. Abandoned signs.
3. Advertising structures.
4. Animated, moving signs.
5. Balloons, blimps, and other inflatable devices or signs designed to attract attention. Small (two (2) foot diameter or smaller) ancillary festive balloons shall be allowed at the ground level, not to exceed fifteen (15) feet in height.

6. Banners, flags, pennants, except for Temporary Use Signs in conformance with this Code.
7. Bench signs.
8. Billboard signs.
9. Cabinet signs.
10. Chalkboards or blackboards, excluding wall mounted chalkboard restaurant menus.
11. Changeable copy signs and electronic message boards. Changeable copy signs associated with a theater marquee shall be allowed.
12. Flashing, blinking, reflecting signs.
13. Freestanding signs.
14. Internally illuminated or backlit awnings.
15. Light bulb strings (except for temporary holiday decoration and associated temporary Christmas tree and pumpkin sales lots).
16. Off-site signs (off-premises sign, billboard, and outdoor advertising structure are equivalent terms).
17. Outdoor advertising structures.
18. Permanent sale or come-on signs (e.g., continuing sales, continuing going out of business, continuing liquidation sales).
19. [Reserved].
20. Portable signs.
21. Revolving signs.
22. Roof signs.
23. Signs blocking doors or fire exits.
24. Signs painted or attached to fences or perimeter walls.
25. Signs which simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in such a manner to interfere with, mislead, or confuse pedestrian or vehicular traffic.
26. Signs within the public right-of-way, except where required by a governmental agency.

G. Special Interest Signs. Special interest signs which have historical significance to the community and add charm and character to the Town Center District, such as exposed neon signs, but do not conform to the provisions of the Town Center District sign regulations, may be allowed to remain, provided that the Planning Commission makes the following findings:

1. The existing sign has historical significance to the community;
2. The existing sign reflects the authentic and original architectural character of the building on which it is placed;
3. The existing sign is composed of materials (such as exposed neon) which reflects the authentic historic era in which the building it is placed upon was originally constructed;
4. The existing sign does not create nor cause a traffic hazard;
5. The existing sign does not create a visual nuisance to the character of the community;

6. The existing sign is properly maintained and structurally sound;
 7. The existing sign does not adversely affect adjacent properties.
- H. Temporary Use Signs. Temporary banners as set forth in Section 17.68.100 of this chapter are permitted in the Town Center District.
- I. Directional and Convenience Signs.
1. The following signs may be permitted in the Town Center District subject to the provisions listed:
 - a. On-site signs approved by the Planning Director, which are necessary for public convenience or safety but which are not exempt.
 - b. Signs containing information such as “restrooms,” “entrance,” “enter,” “exit,” “in,” “out,” “no parking,” “pickup and delivery,” or directional arrows designed to be viewed from on-site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.
 2. Signs that convey promotion, advertising, merchandising, services, commodities, products, prices, trademarks, logos, or business identification, shall not be considered a directional or convenience sign.
- J. Signs Relating to Inoperative Activities. Signs pertaining to activities or businesses which are no longer in operation, shall be removed from the premises or the sign copy shall be removed or obliterated within sixty (60) calendar days after the premises has been vacated. Any such sign not removed within the specified time limit shall constitute a nuisance and shall be subject to removal.
- K. Abandoned Signs.
1. Any abandoned or illegal sign is hereby declared to be a danger to the health, safety, and welfare of the citizens of Bellflower. Any sign which is partially or wholly obscured by the growth of dry vegetation or weeds or by the presence of debris or litter also presents a danger to the health, safety, and welfare of the citizens of Bellflower.
 2. Any such signs as set forth in Subsection (K)(1) of this section are hereby deemed to be a public nuisance. Any such signs shall be removed pursuant to the provisions provided by law for public nuisances.
- L. Construction and Maintenance of Signs.
1. Every sign and all parts, portions, and materials shall be manufactured, assembled, and erected in compliance with all applicable State, Federal, and City regulations, and all applicable building codes.
 2. Every sign, including those specifically exempt in respect to permits and permit fees, and all parts, portions, and materials shall be maintained and kept in proper repair. The display surface of all signs shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, malfunctioning lights, missing sign copy, or other unmaintained or damaged portion of a sign shall be repaired or replaced within the time specified following notification by the City. Noncompliance with such a request shall constitute a nuisance and zoning violation and will be enforced as such.
- M. Nonconforming Signs.
1. A nonconforming sign shall be allowed continued use, except that the sign shall not be:
 - a. Structurally altered so as to extend its useful life.

- b. Changed to another nonconforming sign, re-faced, nor have its copy changed or altered to extend its useful life.
 - c. Expanded, moved, or relocated.
 - d. Re-established after a change in occupancy, business, or use.
 - e. Re-established after a business has been abandoned for sixty (60) calendar days or more.
2. Notwithstanding the foregoing, any nonconforming sign owned or controlled by the applicant shall be required to be brought into conformance or abated in conjunction with the issuance of a building permit and/or conditional use permit which is granted on the same business location or site.
 3. No new sign shall be approved for a use located at the same business location or address that contains nonconforming signs, unless such nonconforming signs are removed.

N. Removal of Illegal Signs.

1. The Planning Director shall remove or cause the removal of any illegal sign as a public nuisance pursuant to the provisions established by law.
2. Signs removed by the Planning Director shall be stored for a period of thirty (30) calendar days, during which time they may be recovered by the owner upon payment to the City for costs of removal and storage. If not recovered prior to expiration of the thirty (30) calendar day period, the sign and supporting structures shall be declared abandoned and title thereto shall vest to the City.

O. Abatement of Nonconforming Signs.

1. All legally existing signs made nonconforming by the provisions of Ordinance No. 869 shall be removed or brought into conformity with this chapter with the exception of roof signs within one block north of the 91 freeway. Following receipt of a written notice by the Planning Director, informing the owner of the nature of the nonconformity and of the City's intent to enforce this Sign Ordinance, the owner shall remove all nonconforming signage or bring the nonconforming signage into conformity within the time period specified in this section.
2. Existing nonconforming special interest signs which are approved pursuant to Subsection (G) of this section are exempt from the abatement process.
3. Nonconforming or illegal signs, including A-frame or sandwich signs; abandoned signs; balloons, blimps, and other inflatable devices; banners, flags, and pennants; bench signs; chalkboards or blackboards; flashing, blinking, reflecting signs; light bulb strings; permanent sale or come-on signs; promotion signs; portable signs; signs blocking doors or fire escapes; signs painted or attached to fences or perimeter walls; signs which simulate in color or design a traffic sign or signal; signs within the public right-of-way; vehicle signs; window signs (temporary or permanent); temporary use signs; painted wall signs; and internally illuminated or backlit awnings, shall be abated or removed within ninety (90) calendar days of the effective date Ordinance No. 869. All other nonconforming signs shall be removed or brought into conformance within five (5) years of the effective date of that ordinance. This section does not apply to those signs which were nonconforming or illegal prior to the effective date of Ordinance No. 869.
4. Upon change of business, occupancy, or use, all nonconforming signs shall be made to conform with the requirements of the Town Center District sign regulations.

5. Inventory and Abatement. Within six (6) months from the date of adoption of Ordinance No. 869, the City shall commence a program to inventory and identify illegal or abandoned signs within Town Center. Within sixty (60) days after this six (6) month period, the City shall commence abatement of identified illegal or abandoned signs.

P. Sign Regulations.

1. The purpose of the Town Center District sign regulations is to promote a positive Town Center aesthetic and appearance by regulating the design, character, location, compatibility and integration, type, size, quality of materials, font, scale, height, illumination source, color, and maintenance of signs.

2. Sign permits may be issued for on-site signs included in Table 17.68.050-1 (Permitted Signs - Town Center District) provided the signs are in compliance with all other applicable laws and ordinances.

3. All on-premises signs in the Town Center District must pertain to a business, product, activity, or service which is available at, or conducted on, the premises on which the sign is located.

Q. Unique Signs.

1. Purpose. The purpose of this section is to promote sign quality, creativity, and innovation by allowing the discrete placement of three (3) sign types which include: a) murals; b) band signs; and c) symbol signs. Unique signs shall only be used in conjunction with permitted on-site signs (Table 17.68.050-1) if approved at the discretion of the Planning Director following review by the Town Center Design Review Committee.

2. Definitions.

Band Sign

“Band sign” shall mean a linear sign one (1) foot in width, composed of generic product/service identification words and figures, which identifies products or services associated with the on-site business (generic hardware store - example - words: “hammers,” “shovels,” “saws,” etc.; figures-hammer, shovel, saw, etc.). Band signs shall not include the name of the business or extraneous information including, but not limited to: phone numbers, advertisement, promotion, prices, or hours of operation.

Mural

“Mural” shall mean a painting applied and made integral with a wall, comprising pictures (i.e., a painted scene), historic words (e.g., outdated trademark, defunct company, obsolete product), or unique words (e.g., their extraordinary association with the business; slogans). Murals shall not include words associated with business identification or promotional sign messages.

Symbol Signs

“Symbol signs” shall mean signs that use symbols rather than words. A mortar and pestle or a pair of eye-glasses are typical of the trade symbols used as signs. Symbol signs include replicas of three-dimensional objects such as a watch, fish, or pair of scissors.

3. Procedure. Upon filing of a Sign Permit, the Town Center Design Review Committee may recommend, and the Planning Director may declare a sign to be “unique,” by making the following findings.

a. The unique sign is a mural, band sign, or symbol sign (see definitions), which is encouraged and is beneficial to the public good;

- b. The unique sign exhibits unique characteristics that enhance the streetscape or the historic identity of Town Center;
- c. The unique sign contributes to the aesthetic image, or to the historical or cultural character of the streetscape and the Town Center District at large;
- d. The unique sign does not create nor cause a traffic hazard;
- e. The unique sign does not create a visual nuisance to the character of Town Center;
- f. The unique sign does not adversely affect adjacent properties; and
- g. The unique sign, when used in conjunction with other existing or proposed signs, does not cause sign clutter.

These regulations shall be deemed and construed to be the minimum requirements necessary for the promotion of the public health, safety, interest and welfare, unless the context of a specific regulation clearly provides otherwise.

R. A-Frame/Sandwich Signs.

- 1. Temporary, movable, A-frame/sandwich signs shall be allowed in the Town Center Zone for a maximum of one (1) year renewable on a yearly basis, up to a maximum of two (2) additional years, upon approval of the Design Review Committee.
- 2. An Encroachment Permit requiring liability insurance shall be mandated when the sign is placed on public property.
- 3. A-frame/sandwich signs shall be allowed only during business hours.
- 4. A-frame/sandwich signs shall be portable and removed from the public right-of-way during non-business hours.
- 5. Only one (1) A-frame/sandwich sign shall be allowed per ground floor business.
- 6. A-frame/sandwich signs shall be placed directly in front of the business being identified.
- 7. Text need not be limited to name (business identification) only.
- 8. A-frame/sandwich signs shall be designed to the following criteria:
 - a. Shape: any shape;
 - b. Height: forty-two (42) inches, maximum;
 - c. Width: thirty (30) inches, maximum;
 - d. Material: cardboard - no; marine quality wood - yes; metal - yes; hard plastic (masonite) - yes;
 - e. Text: seventy-five percent (75%) of the sign area.

**Table 17.68.050-1
Town Center District
Permitted On-Site Signs**

Sign Classification	Sign Type	Maximum Number	Maximum Sign Area		Location	Illumination Allowed	Remarks
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				Maximum Sign Height			
1. SINGLE AND MULTI-TENANT							
a. i. Business Identification	Wall	One single face sign per building face (single tenant) or storefront (multiple tenants), a maximum of 2 signs per business.	One sq. ft. of sign area for each linear ft. of building face or storefront and not to exceed 75 sq. ft.	First Floor: Shall not extend above the bottom of the sills of the second floor windows. Second floor: shall not extend above the eaveline, cornice, or parapet.	May be located on wall, parapet, or brow/ marquee of street or parking lot facing façade.	Yes—Exposed neon, backlit halo created by solid built-up individual cut letters; external incandescent, halogen, or fluorescent with decorative metal directional shades.	a. Allowable aggregate wall sign shall include areas of allowed permanent window signs. b. Wall signs composed of painted metal edged wood (marine quality) placards;
ii. Business Identification for tenants immediately adjacent to a public plaza, have a storefront facing the public plaza, and have a direct pedestrian access to the public plaza.	Wall	One single face sign per building face (single tenant) or storefront (multiple tenants), a maximum of 3 signs per business. The third sign must face the public plaza.	Signs facing the public plaza: One square foot of sign area for each linear foot of the narrowest building face or storefront, not to exceed 20 square feet.	First Floor: Shall not extend above the bottom of the sills of the second floor windows. Second floor: shall not extend above the eaveline, cornice, or parapet.	May be located on wall, parapet, or brow/ marquee of the façade facing the street, parking lot, or public plaza.	Yes—Exposed neon, backlit halo created by solid built-up individual cut letters; external incandescent, halogen, or fluorescent with decorative metal directional shades.	exposed neon; individual applied flat or flush mounted letters; (painted, die cut); built-up letters; individual cut foam letter, individual plastic or wood beveled letters;
iii. Business Identification for tenants with a storefront facing a public plaza with direct pedestrian access to the public plaza, but do not have a storefront along the public street	Wall	One single face sign per building face (single tenant) or storefront (multiple tenants), a maximum of	a. Signs facing the public plaza: One square foot of sign area for each linear foot of the narrowest building face	First Floor: Shall not extend above the bottom of the sills of the second floor windows. Second	One single face sign may be located on a wall, parapet or brow/ marquee of the tenant space facing	Yes—Exposed neon, backlit halo created by solid built-up individual cut letters; external incandescent, halogen, or fluorescent	metal cut out or thin cast (mounted flush or slightly floating by pinning to wall); hollow channel with exposed neon, and cast

for which the tenant space is located.		2 signs per business.	or storefront, not to exceed 20 square feet.	floor: shall not extend above the eaveline, cornice, or parapet.	the public street.	with decorative metal directional shades.	letters shall be encouraged.
iii. Business Identification for tenants with a storefront facing a public plaza with direct pedestrian access to the public plaza, but do not have a storefront along the public street for which the tenant space is located.			b. Signs facing the public street: One square foot of sign area for each linear foot of building face or storefront of the tenant facing the public plaza, not to exceed 75 square feet. Area of sign for the tenant facing the public plaza shall be counted toward the allowable aggregate sign area for the building façade facing the public street where sign is proposed to be installed.				
b. Business Identification	Projecting	One double face sign per building (single tenant), or storefront (multi-tenant) per street frontage.	22 sq. ft. per face	Shall be allowed to extend by one third (1/3) of its height over the eave line, cornice or parapet.	May only be attached to the first floor building façade to which the sign copy relates. No less than 12 in. shall exist	Yes—Exposed neon, external incandescent, halogen or fluourescent with decorative metal shades.	c. No projecting sign shall be located less than 5 ft. from an interior property line nor less than 5 ft. from any common wall or other point

between the sign and the building surface to which it is mounted. No less than 8 ft. from grade.

common to two separate business establishments (storefronts) on the same property. Nor shall any projecting sign be located less than 20 ft. from any other projecting sign whether on the same property or not.

No more than 6 ft. projection from the building.

d. Projecting signs composed of a solid wood (smooth, carved, or sand blasted), metal material (wrought iron, cast in place, or cut-out iron panel), or traditional enameled metal enclosure associated with exposed neon shall be encouraged.

<p>c. Business Identification</p>	<p>Window (permanent)</p>	<p>One sign per window.</p>	<p>Ground level: 25% of the total window visible from the exterior of the building. Second floor and above: Area not to</p>	<p>—</p>	<p>Window lettering permitted on interior or exterior of glass window or door.</p>	<p>Informational neon sign not to exceed 4 square feet in area per tenant space.</p>	<p>e. Permanent window signs composed of individual letters, painted to interior or exterior of glass, gilded letters, screened glass, or die-cut vinyl letters</p>
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exceed 25%
of window.

applied to
glass, shall be
encouraged.
The use of
bright
fluorescent
colors shall not
be allowed.

**d. Business
Identification**

Projecting (pedestrian oriented).	One double face sign per building (single tenant) or storefront (multi- tenant).	2 sq. ft. per face.	15 ft.	First floor building face	No
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f. Corner
business wall
area is
nontransferable
from one street
to another.

**e. Business
Identification**

Blade	One double face sign per building (single tenant), or storefront (multi- tenant) per street frontage.	2 sq. ft. per face.	10 ft.	Beneath first floor awnings, marquees, or canopies, with 8 ft. clearance from the sidewalk level to lowest point of sign.	No
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g. Signage on
awnings shall
be located on
the vertical
drop valance,
only. Valance
drops shall not
exceed 1 ft. in
vertical height,
with sign copy
not to exceed 6
in. height.

h. Large blocky
letters,
handmade
letters, or
letters w/o form
or a
recognizable
font shall not
be allowed.

**f. Business
Identification**

Awning	One sign per awning drop valance, a maximum of two signs per business.	10 sq. ft.	—	Vertical drop of the awning valance.	No
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i. Blade signs
are offered in
lieu of
pedestrian
oriented
projecting signs
and shall not
be used in
conjunction

							with each other.
g. Business Directory	Business Directory	One sign per multi-tenant building entrance.	9 sq. ft.	6 ft.	Building entrance	Yes	j. The use of extremely loud, bold, or exaggerated fonts, or bright fluorescent colors shall not be allowed.
h. Business Identification	Freestanding Sign	One per location	50 sq. ft. per face	15 ft.	Perpendicular to the front street facing property	Yes	k. Freestanding sign allowed only on properties with a building that is setback by a minimum of 20 ft. from the street.
2. SERVICE STATION SIGNS							
a. Business Identification—Service Station (including ancillary tenant signage).	Monument	One double-faced sign per street frontage, not to exceed two per station (site).	A maximum of 36 sq. ft. The 36 sq. ft. shall incorporate service station, ancillary tenant, and pricing signage.	6 ft.	Perpendicular to the front street facing property line	Yes	a. Monument signs shall be designed to include the identification of the service station, ancillary tenant, and gasoline pricing information only. No other price signs, promotion signs, or advertisement is allowed.
							b. Monument sign letter height shall not exceed 6 in.
b. Business Identification—Service Station (including ancillary convenience	Wall or canopy	One per street frontage, a maximum of	10% of building/canopy face, not to	Not to project above the roof,	Service Station signage: building face	Yes	c. Monument sign service station symbol (company logo)

<p>mart and tenant signage).</p>		<p>three per station.</p>	<p>exceed 75 sq. ft. The 10% area shall incorporate service station and ancillary convenience mart/tenant signage.</p>	<p>parapet, canopy, or cornice and in no case be higher than 20 ft. above finished grade.</p>	<p>or canopy. ancillary convenience mart and tenant signage: building face.</p>		<p>height shall not exceed 18 in. d. Monument sign gasoline pricing letter height shall be a minimum of 6 in. (State requirement) and a maximum of 12 in. e. Wall and canopy letter height shall not exceed 18 in.</p>
<p>c. Business Identification—Ancillary Convenience Mart Sign</p>	<p>Wall</p>	<p>One per station (site)</p>	<p>Shall be included within the allowable 10% allocated for business identification wall signs (see b., Business Identification, above).</p>	<p>Shall not project above the roof, parapet or cornice.</p>	<p>Building face</p>	<p>Yes</p>	<p>f. Wall and canopy symbol (company logo) height shall not exceed 18 in.. g. Wall and canopy graphics shall consist of individually fabricated letters/symbols</p>
<p>d. Business Identification—Ancillary Tenant Signs</p>	<p>Wall</p>	<p>Two per station (site)</p>	<p>10 sq. ft. per sign. Shall be included within the allowable 10% allocated for business identification Wall Signs (see b., Business Identification, above).</p>	<p>Shall not project above the roof, parapet or cornice.</p>	<p>Building face</p>	<p>Yes</p>	<p>h. All sign graphics shall be attached to monuments, walls, or canopies, without the use of visible supports or raceways. i. Monument signs shall be constructed of durable materials (i.e., aluminum, stone, concrete).</p>

							Acrylic may be used for illuminated portions only. Unacceptable materials include fiberglass, stucco, and wood. Surface-painted signs shall not be acceptable.
e. Business Identification—Ancillary Tenant Signs	Monument (insert)	Two per monument sign face	6 sq. ft. per sign. Shall be included within the allowable 36 sq. ft. allocated for business identification monument signs (see a., Business Identification, above).	—	Monument sign face	Yes	j. Special service signs shall be limited to such items as "self serve," "full serve," "air," "water," and "cashier."
f. Special Service Signs	Wall, ground, or canopy support	One per each pump island, not to exceed a total of four per station.	2 sq. ft.	If mounted on a wall or canopy support, it shall be no higher than 8 ft. Ground Signs shall not exceed 3 ft. in height.	Cashier's booth, pump islands, and canopy supports.	No	
3. TEMPORARY SIGNS							
a. Real Estate	Window (temporary removal placard)	One per 30 linear feet of building or storefront street frontage.	16 sq. ft.	8 ft.	Interior of the first floor building or storefront window, within the subject property.	No	a. Real estate signs shall only advertise the sale, lease, or rental of structure or grounds and not for the

purpose of promoting or advertising an agency occupying the premises.

b. Special use signs shall be composed of either a window sign or wall banner (with the ancillary use of flags or pennants) but shall not be used in conjunction with each other.

<p>b. Real Estate</p>	<p>Freestanding (temporary)</p>	<p>One per street frontage, maximum of two (maximum of two faces per sign)</p>	<p>16 sq. ft. per sign face</p>	<p>8 ft.</p>	<p>Within subject property, whether perpendicular or parallel to the street</p>	<p>No</p>	<p>c. See special requirements per Section 17.68.050.E</p>
<p>c. Special Use Signs</p>	<p>Window or banner (temporary)</p>	<p>Banner: One per building or storefront. Window: One per window area or individual window pane.</p>	<p>Banner: 30 sq. ft. Window: 25% of the first floor glass area (or individual window pane) upon which the sign is located.</p>	<p>15 ft.</p>	<p>Window: Interior or exterior of first floor windows. Banner: Shall be located on building wall below the cornice, eaveline, or parapet.</p>	<p>No</p>	<p>d. Special use signs shall not employ bright fluorescent colors.</p>
<p>d. Construction or Contractor Signs</p>	<p>On-site</p>	<p>One per site/property</p>	<p>32 sq. ft.</p>	<p>8 ft.</p>	<p>Within the subject property.</p>	<p>No</p>	

**Table 17.68.050-2
Unique Signs—Town Center District**

Sign Classification	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location	Illumination Allowed	Remarks
1. UNIQUE SIGNS							
a. Murals	Wall	One sign per building face.	100% of wall area.	Shall not extend above the eaveline, cornice, or parapet.	May be located on a wall facing a side street (streets lying perpendicular to Bellflower Blvd.) or parking lot.	Yes—External incandescent, halogen, or fluorescent with decorative metal directional shades.	<p>a. Unique signs composed of extremely loud, bold, and garish patterns and prints (e.g., zebra stripes) or bright fluorescent colors shall not be allowed.</p> <p>b. Murals shall not include business identification or promotional information.</p>
b. Band Signs	Wall	One sign per building face or storefront.	One ft. wide x linear ft. of building face or storefront.	First floor: shall not extend above the eaveline, cornice, parapet, or bottom of the sills of the second floor windows.	May be located on any wall.	No	<p>c. Band signs shall not include business names but shall be used for the exclusive use to identify products and services.</p> <p>d. Symbol signs shall be composed of symbol graphics (e.g., mortar and pestle, eyeglasses,</p>

							boot, teapot) and not text.
							e. Symbol signs shall not include business identification or promotional messages.
c. Symbol Signs	Wall	One per building face or storefront.	15 sq. ft.	Shall not extend above the highest eaveline, cornice, or parapet.	May be located on a wall, parapet, or brow/marquee of a street or parking lot facing façade.	No	f. Mural, band, and symbol sign square footage is in addition to the square footage allowed for single and multi-tenant wall signs.
							g. The use of extremely loud, bold, or exaggerated fonts, or bright fluorescent colors shall not be allowed.

(Prior code § 19-11.11; Ord. 1186 §§ 1, 2, 10/12/09; Ord. 1272 § 11, 4/28/14; Ord. 1281 § 12, 9/8/14; Ord. 1331 §§ 9—15, 12/12/16)

17.68.060 Off-Premises Signs in the Open Space Zone.

- A. Off-premises signs are permitted in the Open Space (O-S) Zone with a conditional use permit provided the conditions in this section are completely satisfied.
- B. The following location criteria shall be met:
 1. An off-premises sign shall be freestanding on the ground and not attached to any building, structure or other sign.
 2. No portion of an off-premises sign shall project into the public right-of-way.
 3. An off-premises sign shall be located not less than six hundred (600) feet from any other off-premises sign which is on any lot the front or side lot line of which is on the same side of the street. The distance shall be measured along the centerline of the common street between the points where such centerline intersects lines drawn perpendicularly from the closet edge of each sign to such centerline.

4. No portion of an off-premises sign shall be located within three hundred (300) feet of any public school, any library or the Bellflower City Hall as measured in any direction from the off-premises sign.
 5. The location of an off-premises sign shall be such that no part thereof shall obstruct visibility necessary for the safety of vehicular or pedestrian traffic.
- C. The ground clearance of each sign face of an off-premises sign shall be such as not to obstruct visibility necessary for the safety of vehicular or pedestrian traffic, provided, however, that in no event shall the ground clearance be less than twelve (12) feet measured from finished grade to the bottom of the lowest point on the face of the sign.
 - D. No part of an off-premises sign shall exceed forty-five (45) feet above the level of the nearest street, which the sign faces.
 - E. No more than two (2) sign faces shall be permitted on any single off-premises sign structure, provided, however, that each sign face may include both fixed (e.g., billboard) and movable (e.g., reader board) elements. The maximum surface area of each fixed element of a sign face, excluding cutouts and extensions, shall be six hundred seventy-two (672) feet. The maximum surface area of each movable element of a sign face shall be four hundred (400) square feet. Temporary cutouts and extensions utilized in connection with a particular advertisement may be attached to the portion of a sign face which is fixed, provided that the total square footage of such cutouts and extensions does not exceed fifteen percent (15%) of the area of the fixed portion of the sign face to which they are attached.
 - F. Use of the off-premises sign shall be such as not to endanger the health or safety of operators of motor vehicles through the use of sounds, mechanical devices, flashing lights or other devices which cause significant distraction. Lighting on or of sign faces shall be permitted, provided that such lighting, including, but not limited to, lights which constitute a reader board, shall be of such magnitude and so directed as to avoid to the greatest extent possible any adverse impact on any recreational or other activities on adjacent land. To demonstrate compliance with these criteria, the applicant for an off-premises sign conditional use permit shall provide lighting studies or other information as required by the City for review.
 - G. All portions of the off-premises sign structure, including any back(s) or side(s), which are visible to the public or to any adjacent property, shall be suitably covered in order to conceal the structural elements.
 - H. An off-premises sign structure shall be in the simplest form possible consistent with generally accepted engineering practices and the structure shall be free of visible bracing, angle iron, guy wires, cables or other similar support mechanisms.
 - I. The owner of an off-premises sign shall maintain it at all times in a clean and graffiti-free conditions, and in good repair.
 - J. The owner of an off-premises sign shall comply with all requirements of the Outdoor Advertising Act (California Business and Professions Code Section 5200 et seq.), including, but not limited to, obtaining any permit(s) from the State of California Department of Transportation required for such sign.
 - K. For purposes of this section, a freeway or expressway shall be deemed a street, in addition to any street as defined in this Code. (Prior code § 19-15.4(m))

17.68.070 Signs for Institutional/Quasi-Public Uses.

A. Signs Permitted. Institutional/quasi-public uses located within the SF (Single-family) Zone, A-E (Agricultural Estate) Zone, R-1 (Low Density Residential) Zone, R-2 (Medium Density Residential) Zone, R-3 (Multiple Residential) Zone, and P (Public Uses) Zone may have on-premises signs in addition to those otherwise permitted by this chapter provided a permit therefor is first obtained pursuant to the provisions of this section.

B. Definitions.

Institutional/Quasi-Public Uses

“Institutional/quasi-public uses” means uses that are maintained and operated by Federal, State, County, District, City and other public agencies and uses that are maintained and operated by any society, corporation, individual or foundation for the purpose of providing educational, charitable or social services to the public, groups or individuals, such as: fraternal organizations and lodges, nonprofit civic/community clubs, nonprofit philanthropic institutions, nonprofit museums, nonprofit libraries, religious facilities, hospitals, childcare centers, schools, or other uses deemed similar by the Community Development Director.

Major Pylon Sign

“Major pylon sign” shall mean a standalone sign exceeding six (6) feet in height designed with its vertical dimension greater than its horizontal dimension and supported by a solid base incorporating the design and building materials accenting the architectural theme of the building(s) on the same property. The width of the base of a major pylon sign shall be a minimum of fifty percent (50%) of the width of the widest portion of the sign.

Minor Pylon Sign

“Minor pylon sign” shall mean a low-profile, ground-hugging, standalone sign not exceeding six (6) feet in height designed with its vertical dimension greater than its horizontal dimension and supported by a solid base incorporating the design and building materials accenting the architectural theme of the building(s) on the same property.

Monument Sign

“Monument sign” shall mean a low-profile, ground-hugging, stand-alone sign designed with its horizontal dimension greater than its vertical dimension and supported by a solid base incorporating the design and building materials accenting the architectural theme of the building(s) on the same property.

Wall Sign

“Wall sign” shall mean a sign attached to or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall, not projecting more than six (6) inches from the building or structure.

C. Sign Standards. The following on-premises signs are permitted provided the development standards set forth are met:

1. Wall Sign.

a. Number of Allowed Wall Signs. One (1) wall sign shall be allowed per street frontage. However, the maximum allowable area shall not be transferable between street frontages.

b. Area. The area of a wall sign shall be based on one (1) square foot sign area for each linear foot of building façade and not to exceed fifty (50) square feet.

c. Height. The wall sign copy shall not be less than one (1) foot in height or greater than two (2) feet in height.

- d. Location. The wall sign shall only be located on a building wall, parapet, or brow/marquee of street or parking lot facing façades. The wall sign shall not extend above the eaveline, cornice, or parapet.
- e. Illumination. The sign may be illuminated via back lighting, decorative goose neck lighting, or other similar method. Internally illuminated wall signs are prohibited.
- f. Design. All copy shall be of a three-dimensional design. The copy style (i.e., font, color) shall be compatible with the building architecture.
- g. The wall sign(s) may be combined with only one (1) freestanding sign (i.e., monument or pylon).
- h. Notwithstanding any provision of the foregoing to the contrary, wall-mounted building identification signs, not exceeding four (4) square feet, which are installed for the sole purpose of building identification, are permitted without compliance with any requirement of this subsection. A building permit may, however, be required. Building identification sign is differentiated from business identification sign in that it conveys information such as "gymnasium," "library," "sanctuary," and the like but does not contain the name of the organization and is designed to be viewed on-site by pedestrians.

2. Monument or Minor Pylon Sign.

- a. Number of Allowed Signs. One (1) monument or pylon sign.
- b. Area. The sign shall not exceed thirty-six (36) square feet in area.
- c. Height. The height shall not exceed six (6) feet above grade.
- d. Location. The sign shall be located in a manner to ensure safe vehicular sight distance. No sign shall be located less than five (5) feet from any property line and ingress/egress driveway. No sign shall be located less than fifty (50) feet from any other freestanding sign.
- e. Ancillary Sign. Nonelectronic changeable copy is permitted within the monument or pylon sign provided that the information pertains solely to activities occurring on the site of the sign.
- f. Illumination. The sign may be illuminated. All lights and glare associated with the illuminated sign shall be shielded or directed so as to prevent glare on adjacent properties or highways.
- g. Design. All copy shall be of three-dimensional design (i.e., recessed, projecting). The sign face background shall be of nontranslucent and opaque material. A monument or a pylon sign shall be designed consistent with the architectural style of the building.

3. Directional Signs.

- a. Need. The signs shall be necessary for public convenience or safety, as determined by the Community Development Director;
- b. Size. No sign shall exceed two (2) square feet in area.
- c. Design. Signs containing information such as "restrooms," "entrance," "enter," "exit," "in," "out," "no parking," "pickup and delivery," or directional arrows shall be designed to be viewed from on-site or from an area adjacent to the site by pedestrians or motorists while parking their automobile.

d. Prohibition. Signs that convey promotion, advertising, merchandising, services, commodities, products, prices, trademarks, logos, or business identification, shall not be considered a directional or convenience sign.

4. Temporary Banners.

a. Material. All temporary banners shall be constructed of durable material that will not deteriorate during the time period in which the banner is displayed. Temporary banners which become frayed, torn, faded, or showing similar signs of fatigue or failure shall be deemed to be in violation of these provisions.

b. Location. All temporary banners shall be securely affixed to the face of the façade of the building housing the business where the business is located. Temporary banners shall not be affixed to fences, light poles, trees, extended over parking and/or landscaped areas, or other similar techniques. No temporary banners shall be affixed on, within, or over any public right-of-way.

c. Size. Each temporary banner shall not exceed the maximum allowable area of thirty (30) square feet.

5. Sign Permit.

a. Modification to the sign standards for minor pylon and monument signs may be allowed through the provisions of a sign permit provided the lot on which the sign is located meets the following minimum criteria: (i) the property has a lot size of no less than two (2) acres; and (ii) the property has a street frontage in excess of one hundred (100) feet, subject to the following standards:

i. Maximum Number of Allowed Signs. Two (2) minor pylon and/or monument signs;

ii. Maximum Area. The sign shall not exceed forty three (43) square feet; and

iii. Maximum Height. The height shall not exceed ten (10) feet above grade in any event.

b. A sign permit may be issued for a sign that does not meet the requirements of the provisions of Subsections (C)(1)(a)—(c) and (g), (2)(a)—(d), (3)(b), and (4)(c) of this section as long as the Planning Commission makes a determination, at a duly noticed public meeting, the proposed sign is:

i. Compatible with adjacent area;

ii. Not detrimental to adjacent property;

iii. In keeping with the purpose and intent of the Zoning Code; and

iv. Consistent with the goals and objectives of the Land Use Element of the General Plan.

D. Additional Sign Standards for Certain Property in the P Zone.

1. In lieu of a monument or a minor pylon sign, a major pylon sign is permitted by this section within the P (Public Uses) Zone, provided the lot on which the sign is located is no less than five (5) acres in area and has a street frontage in excess of one hundred-fifty (150) feet, subject to the following standards:

a. Number of Allowed Signs. One (1) major pylon sign.

b. Area. The sign shall not exceed fifty (50) square feet in area.

c. Height. The height shall not exceed eighteen (18) feet above grade in any event.

d. Location. The sign shall be located in a manner as to ensure safe vehicular sight distance from all roadways and driveways, and in conformance with the following criteria: 1) not less than five (5) feet from an interior property line and from each ingress/egress driveway; 2) not less than one hundred (100) feet from any other freestanding sign; and 3) not less than eighty (80) feet from any residential use.

e. Illumination. The sign may be illuminated. All lights and glare associated with the illuminated sign shall be shielded or directed so as to prevent glare on adjacent properties or highways.

f. Design. A major pylon sign shall be designed consistent with the architectural style of the building. The supporting membranes of the sign shall be encased in a manner that incorporates the architectural style and material of the building (i.e., exposed poles are not allowed). The width of the base of a major pylon sign shall be a minimum of fifty percent (50%) of the width of the widest portion of the sign.

g. A Sign Permit may be issued for a sign that does not meet the requirements of the provisions of Subsections (D)(1)(b) and (c) of this section as long as the Planning Commission makes a determination, at a duly noticed public meeting, the proposed sign is:

- (1) Compatible with adjacent area;
- (2) Not detrimental to adjacent property;
- (3) In keeping with the purpose and intent of the Zoning Code; and
- (4) Consistent with the goals and objectives of the Land Use Element of the General Plan.

2. Changeable Copy. Notwithstanding the provisions of this section to the contrary, electronic changeable copy, scrolling text, or reader board sign may be permitted on a major pylon sign in a P Zone upon approval of a Conditional Use Permit. Such sign shall be limited to the display of information which pertains solely to activities occurring on the site on which the sign is located.

E. Limitations on Permitted On-Premises Signs. All on-premises signs shall pertain to a use or service located on the premises on which the sign is located.

F. Prohibited Signs. All signs not expressly permitted are prohibited, including but not limited to the following:

1. Animated, moving signs;
2. Cabinet signs;
3. Flashing, blinking, reflecting signs;
4. Painted signs;
5. Pole signs;
6. Revolving signs;
7. Roof signs.

G. Permit Process.

1. Written application for the approval of the uses referred to in this section shall be filed with the City with accompanying plans and supporting information.

2. Findings. Before granting approval of a Sign Permit, the following criteria shall be met:

- a. Sign is compatible with area.
- b. Sign is not detrimental to adjacent property.
- c. Sign is in keeping with the purpose and intent of the Zoning Ordinance.
- d. Sign complies with the General Plan.

3. Expiration of Sign Permits. Approval or conditional approval of a sign permit application shall be valid for ninety (90) days from the date of approval. One (1) extension of not more than ninety (90) days from the original date of expiration will be granted if application therefor is filed prior to expiration of the approval. Notwithstanding the foregoing, if a building permit has been issued for the project on which the sign will be located prior to or within said ninety (90) day period, the sign permit approval shall be valid as long as the building permit for the project is valid.

(Prior code § 19-16.13; Ord. 1157 § 1, 3/24/08; Ord. 1174 § 1, 2/23/09; Ord. 1319 § 26, 10/10/16; Ord. 1331 § 16, 12/12/16)

17.68.080 Advertising Displays Adjacent to Landscaped Freeways.

A. Signs Prohibited. No advertising displays shall be erected, constructed or maintained on property adjacent to a section of freeway which has been, or hereafter may be, landscaped as defined herein, if the advertising display is designed to be viewed primarily by persons traveling on such landscaped section of a freeway.

B. Exempt Advertising Displays. The provisions of this section do not apply to any of the following listed advertising structures or signs when used exclusively:

1. As a real estate sign authorized by Civil Code Section 713 and otherwise consistent with this Code;
2. As a business identification sign or to otherwise identify the premises on which it is placed; or
3. As an on-premises sign.

C. Removal of Prohibited Displays. Any advertising structure or sign which is now, or hereafter may be, in violation of this section shall be removed within three (3) years from the effective date of Ordinance No. 906 or within three (3) years from the date when the property for the landscaping of a section or sections of a freeway shall have been completed or accepted and the character of said section or sections shall have been changed from a freeway to a landscaped freeway, whichever is later. (Prior code § 19-16.1(g); Ord. 1331 § 17, 12/12/16)

17.68.090 Temporary Election Season Signs.

A. Legislative Findings. The City Council of the City of Bellflower does find, determine and declare that:

1. This section is enacted to encourage the most appropriate land use; to conserve and stabilize the value of property; to lessen congestion on streets; to protect, enhance and improve the aesthetic value of the City of Bellflower and to promote health, safety and the general welfare while safeguarding the right to freedom of speech of its citizens.

2. The posting, display or affixing of signs on structures, yards, and vegetation on residential, commercial, industrial, institutional, and open-space properties constitutes clutter, and visual and aesthetic blight. Such blight reduces the quality of the environment, including property and community values.

3. The posting, display or affixing of signs on structures, yards and vegetation can interfere with, confuse, obstruct or mislead traffic.

B. A temporary election season sign is a sign displayed not more than forty-five (45) days before, and not more than seven (7) days following, any election in which residents of the City of Bellflower are eligible to vote. Temporary election season signs are allowed in commercial and residential districts subject to the following conditions:

1. Each temporary election season sign in a commercial district cannot be larger than sixteen (16) square feet.

2. Each temporary election season sign in a residential district cannot be larger than nine (9) square feet.

3. All temporary election season signs in residential districts must be stationary, unlighted and not employ animated or rotating devices or electrical components, either adjacent to or as an integral part of the display. Animated signs in commercial districts are permitted, subject to the granting of a conditional use permit. Subject to the approval of the Planning Director, pennants, banners and similar advertising devices may be permitted for limited periods when in compliance with City policy approved by the City Council.

4. All temporary election season signs must be placed or fixed to avoid possible obstruction, interference or injury to persons or property.

5. No temporary election season sign can be erected in a manner that may foreseeably be expected to interfere with, confuse, obstruct or mislead traffic. No sign can be placed within fifteen (15) feet of a fire hydrant, street sign, intersection or traffic signal where such placement might constitute a safety hazard to motorists.

Note: This section regulates temporary election season signs on private property. Chapter 12.20 of this Code regulates signs on public property.

C. Temporary Election Season Signs—Removal Requirements—Nuisance. A temporary election season sign:

1. Must be removed within seven (7) calendar days after the election to which it relates.

2. Is the responsibility of the owner of the property upon which the sign is placed to remove or adjust when not placed in accordance with the requirements of this section.

3. Will constitute a public nuisance when not posted in accordance with the provisions of this section, and upon three (3) days' written notice, may be removed by the Building Official and stored, and if not retrieved within fifteen (15) days from the date of such removal, be considered as abandoned and be disposed of by the City without any liability to any person.

D. Temporary Election Season Signs—Exemptions. The provisions of this section do not apply to the following:

1. A sign that is inside a structure though visible from the exterior.

2. Any off-premises sign placed pursuant to this Code.

3. A single sign identifying an election campaign headquarters; however, such signs are governed by provisions in the Code regulating commercial signs.

(Prior code § 19-16.7; Ord. 1331 § 18, 12/12/16)

17.68.100 Temporary Banners.

A. The purpose of this section is to provide for the reasonable display of temporary banners for limited time periods. It is recognized that the limited display of temporary banners from time to time is necessary in order to provide for the legitimate promotion of business activities, special sales, civic announcements and other seasonal or special advertisements or information.

1. Permit Required. No temporary banner or sign shall be displayed unless a temporary banner permit has first been obtained from the Director of Community Development.
2. Number of Temporary Banners. A maximum amount of three (3) temporary banners permits shall be allowed for any business location within the City of Bellflower within any single calendar year.
3. Total Display Period within a Calendar Year. Each business location may have a total maximum allotment of display time not in excess of one hundred twenty (120) days during a calendar year.
4. Maximum Permit Duration. The maximum time period of any single temporary banner permit shall be sixty (60) days. Permits may be issued for time period durations less than sixty (60) days. In any case, both the number of temporary banner permits and the maximum display time within a calendar year per business location shall apply.
5. Display Criteria. The following temporary banner display criteria shall apply:
 - a. All temporary banners shall be constructed of durable material that will not deteriorate during the time period in which the banner is displayed. Temporary banners which become frayed, torn, faded, or showing similar signs of fatigue or failure shall be deemed to be in violation of these provisions.
 - b. All temporary banners shall be securely affixed to the face of the façade of the building housing the business where the business is located. Temporary banners shall not be affixed to fences, light poles, trees, extended over parking and/or landscaped areas or other similar techniques. No temporary banners shall be affixed on, within, or over any public right-of-way.

(Prior code §19-16.11)

17.68.110 Message Substitution.

Noncommercial copy may be substituted for any commercial or noncommercial copy on any sign that is allowed by this Code, whether permitted or exempt. Message substitution may be made without any additional City approval or permitting. This section prevails over any more specific provision to the contrary within this Code. The purpose of this section is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This section does not create a right to increase the total amount of signage on property, does not affect the permitting requirements of this Code, and does not override terms and conditions in private contracts. (Ord. 1331 § 4, 12/12/16)

