



SIGN REGULATIONS IN THE CBD ZONE DISTRICT (Downtown Plan)

A Sign Permit is required to be obtained prior to the installation or refacing of any new sign EXCEPT for the following:

1. One- or two-sided freestanding signs, five feet in height or lower as measured from grade or any sign on a parcel having signs the aggregate area of which is thirty square feet or less;
2. One- or two-sided real estate signs of six square feet or less in area, placed on a property and advertising that property for sale, lease or rent;
3. Window signs/graphics placed within windows. When located within the CBD zone district, window signs shall meet the criteria provided under Section 24.12.352(6)(c);
4. Any sign required by law or placed to protect health and safety;
5. Public art;
6. One- or two-sided construction project signs conforming to other requirements of this part.
7. One- or two-sided projecting and hanging signs within the CBD zone district that meet the guidelines provided under Section 24.12.352.

Findings

Sign Permits are reviewed administratively and no public hearing is required. The following findings must be made to approve a Sign Permit.

1. The sign plan shall be consistent with physical development policies of the General Plan, any required or optional element of the General Plan, any area plan or specific plan or other city policy for physical development. If located in the Coastal Zone, the sign plan shall also be consistent with policies of the Local Coastal Program.
2. Design of signs shall respect design principles in terms of maintaining a balance of scale, form and proportion. Location of signs shall take into account maintenance of public views.

3. The size and location of signs shall not obstruct visibility or the safe movement of pedestrians or vehicles and shall not encroach on paths of travel or other site features that were/are established for compliance with the Americans with Disabilities Act (ADA).
4. Signs shall avoid dominating the site and/or existing buildings on the site or overwhelming the buildings or structures to which they are attached. Multiple signs on a given site should be of a consistent theme.

Prohibited Signs

1. Sandwich board/A-Frame signs
2. Temporary signs that are displayed for longer than 30 days and/or that are prohibited under subsection 7(f) of this Chapter.

General Guidelines

Variations to the guidelines provided in the following tables may be considered by the Zoning Administrator without a public hearing. (See Section 24.12.352(2))

Variations Requested? Specify below.

The following specifications apply to all signs within the CBD zone district	Complies y/n	Notes
General <ul style="list-style-type: none"> • Wall signs with large areas of dark colors, and which read as billboards because of size and corporate message, are out of place in the Central Business District zone. 		
Location <ul style="list-style-type: none"> • Shall not cover windows, roof shapes, or dominate trim. 		
Number <ul style="list-style-type: none"> • A maximum of 2 different types of the following signs (wall sign, projecting sign, hanging sign, or awning sign) per business. 		
Lighting <ul style="list-style-type: none"> • Internally illuminated signs shall be limited to illuminated lettering with an opaque background or halo illumination. • Exterior Lighting for Signs. All signs should have the capacity of being lit for evening visibility. 		

Materials and Methods <ul style="list-style-type: none"> Any materials or methods of construction are acceptable; however signs shall be legible and shall be constructed of durable, high quality materials. 		
Exceptions <ul style="list-style-type: none"> A Master Sign Program may be created to allow for a coordinated long term sign plan for a multi-tenant building. 		
Maintenance <ul style="list-style-type: none"> All signs, together with all supports, braces, guys and anchors shall be free from excessive deterioration, rot, rust and loosening, and shall be maintained in safe condition as determined by the building official or community development director. The display surface of all signs shall be kept neat and clean at all times. 		

Wall Sign Regulations in CBD	Complies y/n	Notes
Area <ul style="list-style-type: none"> The total area of all signs on a building shall be limited to a size equal to 1 square foot of sign per linear foot of frontage of building face, with a minimum allowance of 25 square feet regardless of front footage. Multiple Tenants. If the ground floor is occupied by more than 1 tenant, each tenant is entitled to a pro-rata share footage based on frontage used by that tenant. Each tenant is entitled to minimum allowance of 25 square feet regardless of frontage. If a continuous, solid band sign is used, only the area encompassed by the lettering shall be counted toward the total sign area. 		
Location <ul style="list-style-type: none"> Either on or above a tenant space fronting a public street, alley or public parking lot. Shall not cover windows, roof shapes, or other distinguishing architectural features. 		
Height <ul style="list-style-type: none"> No part of any sign shall extend above the top level of the wall upon or in front of which it is situated. 		
Projection		

<ul style="list-style-type: none"> • Not to exceed 12 inches from building face. 		
Number <ul style="list-style-type: none"> • One, with the exception of corner buildings, which may have one sign per building face fronting a street. • Window signs are not included in the maximum number 		

Window Graphics in CBD	Complies y/n	Notes
Area <ul style="list-style-type: none"> • Not to exceed more than 25% of the area of any one window. 		
Location <ul style="list-style-type: none"> • Shall not obscure pedestrian's visibility into shop. • Shall be integrated into store window displays. 		
Colors <ul style="list-style-type: none"> • Complementary and suitably contrasting accent colors shall be used. 		
Methods of Application <ul style="list-style-type: none"> • Hand painted directly onto glass. • Vinyl letters applied to glass. • Clear acrylic panel hung or posted behind glass. 		

Projecting and Hanging Sign Regulations in CBD	Complies y/n	Notes
Area <ul style="list-style-type: none"> • A maximum of 6 square feet in area for projecting signs on Pacific Avenue and 8 square feet in area on all other streets, as measured on one side of a two-sided sign. • A maximum of 6 square feet in area for hanging signs as measured on one side of a two-sided sign. 		
Location <ul style="list-style-type: none"> • Determined by visibility. • Shall be located directly above or to the side of an entrance of a tenant space. 		
Number <ul style="list-style-type: none"> • A maximum of one projecting sign or one hanging sign per frontage face. 		
Height <ul style="list-style-type: none"> • A minimum clearance of 8 feet. 		

<p>Projection</p> <ul style="list-style-type: none"> • For signs with an 8-14 foot clearance, signs may project 2 feet and may project 6 additional inches for each foot of clearance in excess of 8 feet. • Not to exceed 4 feet. 		
<p>Lettering</p> <ul style="list-style-type: none"> • Usage of establishment's name on the sign is preferred • An icon which has only the symbol or image of the store should suggest as nearly as possible those services which are offered, or products which are sold, inside the establishment. 		

Miscellaneous Sign Regulations in CBD	Complies y/n	Notes
<p>Street Addresses</p> <ul style="list-style-type: none"> • Where consistent with the requirements of the City of Santa Cruz Fire Department, bold number graphics can be used to highlight a store's address and location. This is especially effective when there is more 		
<p>Canopy/Awning</p> <ul style="list-style-type: none"> • Signs painted on or affixed to canopies or awnings which are a part of a building shall be counted toward the total allowable area of wall signs. Signs suspended under canopies shall meet the requirements for a hanging sign. 		
<p>Temporary Signs</p> <ul style="list-style-type: none"> • Temporary signs, such as hastily, hand-painted "Sale" signs printed on paper and plastered in windows, are not permitted and shall be subject to the enforcement procedures provided under Title 4 of the City of Santa Cruz Municipal Code. 		
<p>Painted Wall Signs</p> <ul style="list-style-type: none"> • Temporary signs not exceeding two in number and six square feet in total area for each business are allowed. 		