

Sign Guidelines

The purpose of the Santa Fe Springs Sign Ordinance is to maintain and improve the appearance of the City's business districts. The consistent use of signage is important in maintaining a vibrant business district to attract local customers and tourists.

The following guidelines have been developed to promote economic growth and development, to encourage effective communication, and to enhance the appearance of the City of Santa Fe Springs.

Do You Need a Permit?

Most proposed signs will require a building permit (please refer to Exempt Signs and Prohibited Signs listed below).

If you have additional questions, please contact the Planning Department at (562) 868-0511 Ext. 7550.

When submitting your application, please include the following information for review:

1. **Building Permit Application.** Available at City Hall.
2. **Site Plan.** Identify the location of all existing structures, existing signs, and proposed signs on site.
3. **Construction Plans.** Construction plans must be submitted with a building permit application and must include details on how the sign will be attached to the building. Electrical signs must include a wiring diagram. Any new or modified electrical sign must include a completed State Title 24 Electrical Sign Energy Compliance Form (SLTG-1C).
4. **Elevations.** Provide building elevations where signs are proposed. Include sign dimensions, lettering, length, height, and width. Building elevations should show location of all existing and proposed signs. Be sure to note the size and number of proposed signs.
5. **Property Owner Consent.** Provide a written letter with signature from the property owner allowing for the sign(s) to be installed.

Exempt Signs

Not all signs will require a building permit. The following signs may be installed without a building permit; however, these signs are still subject to regulations, such as size and display time.

- ♦ **Banner/Temporary Signs**
maximum area: 40 square feet / maximum time: 30 days
(please refer to banner handout for specific regulations)
- ♦ **Window Lettering**
not to exceed 25% of window area
- ♦ **Construction Signs**
maximum area: 40 square feet / maximum height: 8 feet
- ♦ **Real Estate Signs**
maximum area: 16 square feet; must be setback at least 10 feet; removed upon occupancy of the property.
- ♦ **Official Government Flags**

Prohibited Signs

Certain sign types are not permitted within Santa Fe Springs' city limits

- ♦ Roof Signs
- ♦ Permanent Banner Signs
- ♦ Balloon or Inflated Signs
- ♦ Cabinet, Panel, or Canned Wall Signs
- ♦ Animated Signs (see Electronic Reader Board criteria)
- ♦ Pennants and Flags
- ♦ Raceways (Exceptions: Pg. 4)
- ♦ Painted Wall Signs
- ♦ Portable Signs
- ♦ Freestanding Signs (Exceptions: Pg. 5)
- ♦ Human Signs
- ♦ Parked Vehicle Advertising

Sign Guidelines

Banner Permits

Banners are permitted only during grand opening and sales promotion events. Applicants must obtain approval from the Planning Department prior to display.

Category

Banner Regulations

Size/ Number

Businesses may have one (1) banner per public street frontage, each with a maximum area of forty (40) square feet.

Duration

Four (4) periods of time, each of which shall not exceed thirty (30) consecutive days and separated by fifteen (15) days in any calendar year.

New businesses, without any permanent signs, may display a banner for a one (1) time period not to exceed forty-five (45) days for the purposes of a temporary business identification.

Attachment

All banners must be secured flat against a building or structure. As such, banners may not be attached to trees, fences, and/or block walls. Banners must be displayed on the building wall where the applicant's business is located.

Exemptions

Non-profit events are exempt from the size and number of banners. Contact the Planning Department to make sure your event qualifies.

Window Signs/Displays

Upon Planning Department approval, the total window area is permissible for special sales events, limited to five (5), 14-day consecutive periods per year.

Application Materials

- ◆ Information relating to time, dates, location, and purpose of banner (i.e. grand opening or sales promotion).
- ◆ Information relating to dimensions, text, graphics, and colors included on the banner (Note: phone numbers are not allowed).
- ◆ Letter of consent from property owner/manager.

Cost

\$48

Processing Time

Banner permits are typically issued over the counter, provided all necessary information as mentioned above has been provided to the Planning Department.



- ◆ Free standing signs and feather flags/banners are not permitted because they are not secured flat against a building or structure.
- ◆ Businesses are only permitted to one (1) banner per public street frontage at a time, regardless of size.
- ◆ The maximum size is for one (1) banner, it is not the aggregate area of multiple banners.

City Review and Approval Procedures

Permitted Sign Area:

Each building is permitted **1.5 square feet** of sign area for each linear foot of building frontage. The total sign area may be distributed among several signs on your site (e.g., one wall sign, one window sign, one under-canopy sign, and a monument sign) or may be used for only one or two signs. (Except properties located in the C-1 and C-4 Zones)

How to calculate the sign area:

Sign area is calculated by Height x Length. The space between the letters, words, and logo is included in the area calculation.



Colors:

Sign colors should be harmonious with one another and with the colors used on the building's architecture. Generally, no more than three colors should be used on a single sign.

Logos:

Maximum: 25% of sign area. Registered corporate logos may replace traditional text signage with approval from the Planning Department.

Sign Copy:

The following guidelines limit the placement and content of sign copy:

- ◆ On all signs, other than window signs, the sign copy should be limited to the name of the business, as listed within the Business License, and the services provided;
- ◆ If a slogan or product advertising message is needed, it should occupy no more than 10% of the sign copy area;
- ◆ Small window signs which are oriented to the pedestrian can be used to provide more detailed information such as hours of operation, proprietor's name, business telephone or credit card information;
- ◆ Single lines of sign copy are preferred for wall signs. If second lines are needed, these will be reviewed by the Planning Department and decided on a case-by-case basis.

Sign Programs:

One of the best ways of improving sign quality is for the owner or their agent to prepare a sign program, which will coordinate all signs on a site where multiple tenants or users exist. The sign program should show that all signs on the site will be consistent or compatible in design, shape, size, color, placement, lettering style, lettering height, and illumination. A comprehensive sign program shall be prepared for approval by the Director of Planning or his/her designee for all unified commercial and industrial developments, such as shopping centers, business parks, industrial parks, and similar developments, which are five or more acres in area. All signs shall be designed in good taste, have balance and symmetry, and be fabricated and installed with high quality workmanship and in accordance with the approved comprehensive sign program.

City Review and Approval Procedures

Gas Station Signs:

Gas stations are required to submit a planned sign program. Price signs should be posted on monument signs in accordance with the sign regulations. Price signs shall advertise only fuel price and shall not advertise other products available.

Drive-Thru Restaurant Signs:

Drive-thru restaurants are required to submit a planned sign program. Signage shall include, but are not limited to, wall signs, monument signs, directional signs, pre-order boards, and menu boards. Each drive-thru restaurant is reviewed on a case-by-case basis.

Electronic Reader Boards:

Only permitted for an auto center or recreational vehicle sales use fronting a freeway & for multi-tenant chopping centers comprised of 10 acres or more within the C-4 Zone. See §155.169(K) for more regulations.

Raceways:

Raceways are not permitted. Exceptions are made when the building design does not provide the opportunity for the wiring/raceway to be located behind the façade; in those instances, the City requires the raceway to be designed (color, depth, height, etc.) to minimize its appearance to the greatest extent feasible. This may include, but is not limited to, the raceway shall be kept as small as possible, the raceway shall not extend beyond the outside edges of the sign copy, and the raceway shall be painted to match the adjacent surface color.

Planning Department Approval Process:

The Planning Department shall first review and approve all sign proposals. The sign proposals (plans) must include a site plan, building elevations on which the sign will be located, size, style, and color of the proposed sign. All drawings should be properly dimensioned and drawn to scale on 11" x 17" maximum-sized paper. Most signs can be administratively approved over the public counter. Once you have obtained approval from the Planning Department, a building permit for the sign is required from the Building Division.

Building Division Approval Process:

Final Approval:

The final design, style, color, type and size of lettering, placement and method of illumination for all signs on site will be subject to the approval by the Director of Planning and Development or his designee to ensure that the City's sign regulations and sign guidelines are met before the sign permits are issued.

On-site Inspections:

The City will conduct an on-site review of the sign after installation in order to ensure that the final design and installation are in compliance with the approved sign proposal.

Commercial/Industrial Zones

Standard Wall Signs

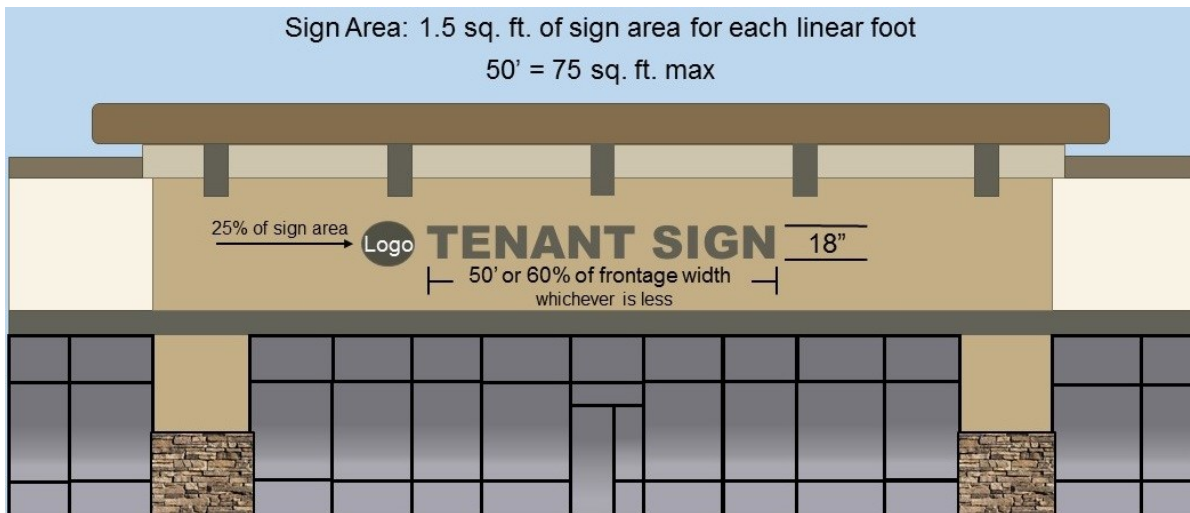
Height (sign letters): Generally should not be taller than **18 inches**. Taller heights may be permitted depending on the size and scale of the building. This is determined on a case-by-case basis by the Planning Department.

Width: Signs may not exceed **50 feet** in width or **60%** of the width of the frontage, whichever is less. For example, on a 50-foot-wide building, your sign may be 30 feet wide.

Depth: Signs shall have a minimum depth of 2" and a maximum depth of 8". Determined on a case-by-case basis.

Signs on Secondary Frontage: The same requirements for sign area and size of wall signs, as listed above, apply to signs on secondary frontages. Generally, however, signs facing secondary streets look best if they are smaller and less dominant than the signs on the primary street.

Only 1 (one) sign shall be allowed for each street facing elevation per business or tenant.



Multi-Tenant Signs

A comprehensive Sign Program shall be prepared for all unified commercial and industrial developments such as shopping centers, business parks, industrial parks, and similar developments which are five or more acres in area. A Sign Program should show that all signs on the site will be consistent or compatible in design, shape, color, placement, lettering style, lettering height and illumination.

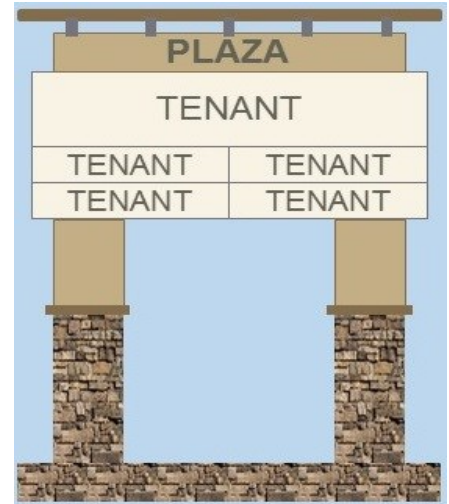


Commercial/Industrial Zones

Freestanding Center Signs

Development Plan Approval shall be required for the establishment of Freestanding Center Signs. In addition to conditions imposed by the Planning Commission, the following criteria shall apply:

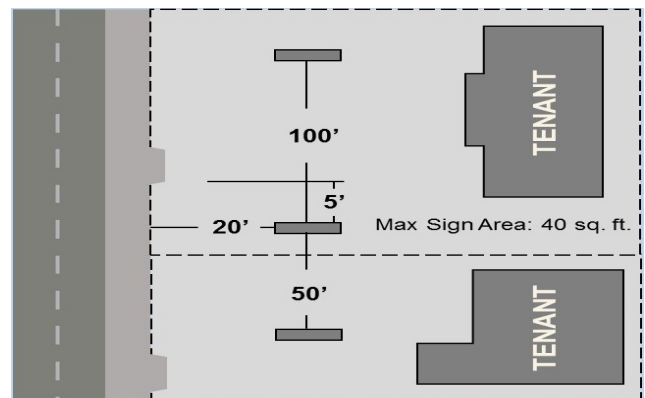
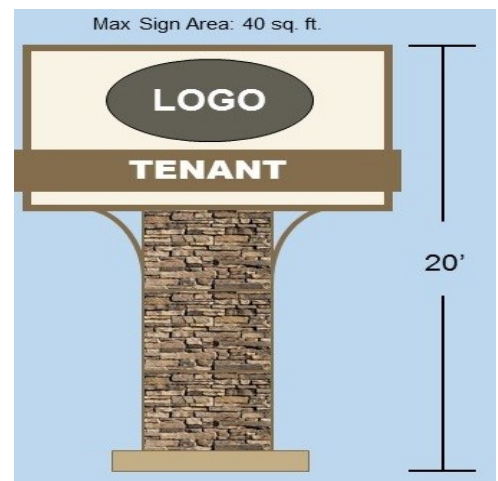
- ◆ Freestanding Center Signs shall only be approved for unified commercial and industrial developments such as shopping centers, industrial and business parks and similar developments which are five (5) or more acres in area;
- ◆ Freestanding Center Signs shall only be approved in conjunction with the approval of a comprehensive sign program for the entire unified commercial or industrial development;
- ◆ The size, height, location, etc. of Freestanding Center Signs shall be subject to the sign regulations of the underlying zone of the property served.



Freestanding Signs

Freestanding Signs shall be permitted in the C-4, M-1, M-2, and FOZ Zones if authorized by a valid **Conditional Use Permit**. The Planning Commission shall establish criteria and conditions for the approval of Conditional Use Permits for Freestanding Signs.

- ◆ Minimum spacing between Freestanding Signs or Monument Signs on a site is **100 feet** and **50 feet** from a Monument or Freestanding Sign on an adjacent lot.
- ◆ Minimum distance of **twenty (20)** feet from the front property line and **five (5)** feet from the on-site driveway of the property.
- ◆ **Maximum Sign Area:** 40 sq. ft.
- ◆ **Maximum Sign Height:** 20 ft.
- ◆ Freestanding Freeway Signs (those typically installed by Caltrans) shall be located within the freeway right-of-way and landscape buffer/berming areas.



Commercial/Industrial Zones

Window Signs or Displays

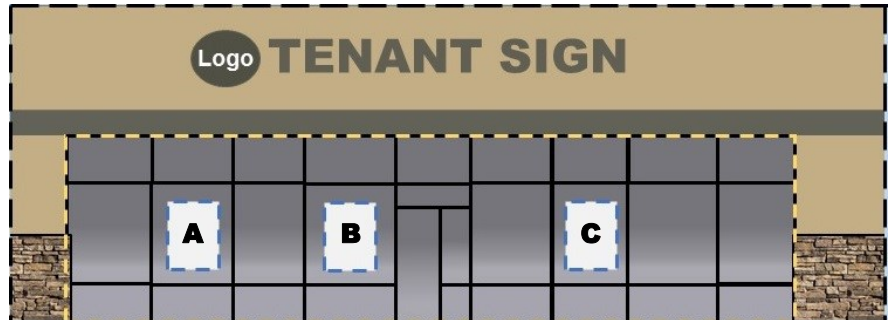
Maximum: 25% of total window area.

Window Area =



Window Sign Area =

A (Sq.Ft.) + B (Sq.Ft.) + C (Sq.Ft.)



Monument Signs

Monument Signs with a maximum height of 3½ feet:

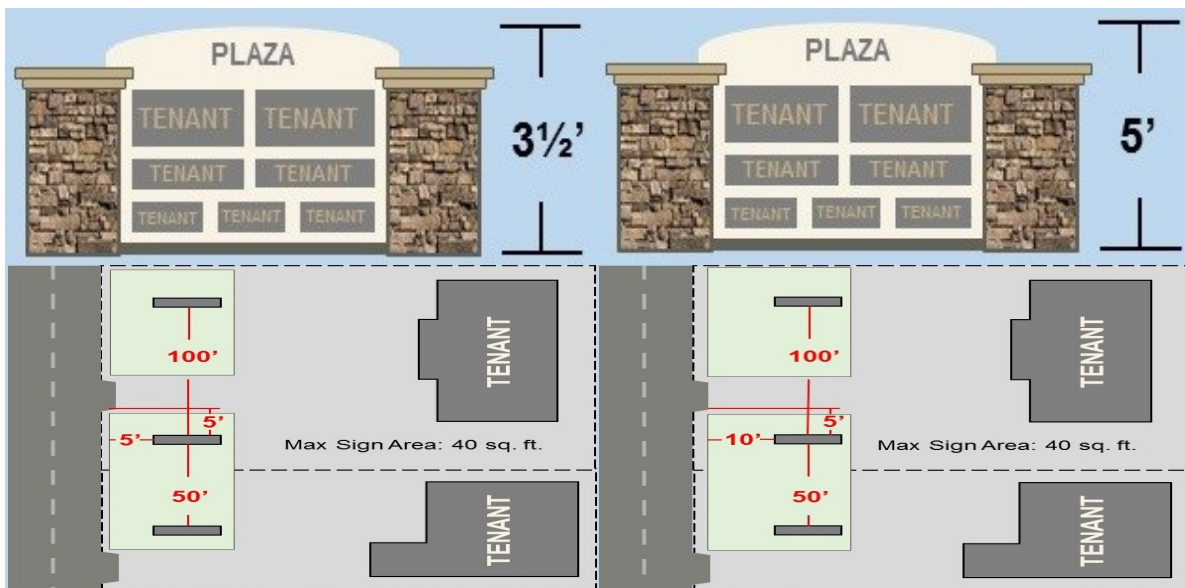
- ◆ Minimum distance of **five (5)** feet from property line and the on-site driveway of the property.
- ◆ **Maximum Sign Area:** 40 square feet.

Monument Signs with a maximum height of 5 feet:

- ◆ Minimum distance of **ten (10)** feet from the front property line and **five (5)** feet from the on-site driveway of the property.
- ◆ **Maximum Sign Area:** 40 square feet.

Minimum spacing between Monument Signs or Freestanding Signs on a site is **100 feet** and **50 feet** from a monument or freestanding center sign on an adjacent lot.

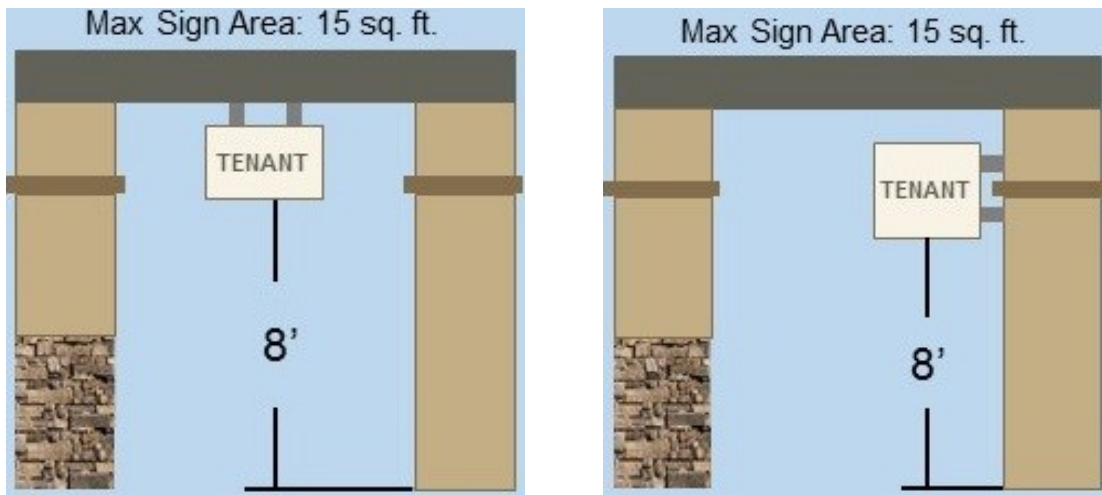
Monument Signs shall be located within a landscaped area.



Commercial/Industrial Zones

Suspended or Projecting Signs

Suspended or Projected Signs shall be permitted **only** under a canopy surface in a shopping center. **One** sign per business. **Minimum:** 8 foot ground clearance. **Maximum:** 15 square feet.



Residential Zone

Real Estate Signs

Real Estate Signs pertaining to the sale, lease, or rental of a site or structure on a site are permitted subject to the following criteria:

- ◆ May not exceed sixteen (16) square feet in area.
- ◆ Must maintain a minimum of fifty (50) feet from each other.
- ◆ May not be located within ten (10) feet of front property line.
- ◆ Must be removed from the site upon occupancy of the property, structure, or unit.

