

Specific Plan No. 182 Sign Regulations

Sign Permit Required

A sign permit is required to install any new commercial sign, except allowable window signing, within Specific Plan 182.

Signs and Graphics General

All signs and graphics shall comply with the City's sign regulations contained in Chapter 17.190 of the Zoning Ordinance, except as follows:

1. Building face or building wall signs shall be limited to a maximum sign area of two square feet of sign area per linear foot of building face or building wall width.
2. Building face or building wall signs may be attached to the wall, building face or arcade of a building that is constructed on a street frontage property line where the sign extension is intended to provide interior lighting or a relief effect to the sign.
3. The extension of the sign shall not exceed twelve inches beyond the wall or face of the building and shall maintain a minimum ground or sidewalk clearance of eight feet.

Projecting Signs

Projecting signs may project a maximum of twenty-four inches from the supporting wall or building face with a maximum sign area of ten square feet per face. Projecting signs may not project into the public right-of-way. Projecting signs shall maintain a minimum ground or sidewalk clearance of eight feet. A projecting sign shall not exceed the height of the building wall to which it is attached.

Suspended Signs

Suspended signs under an arcade shall be limited to one for each entrance to the building, shall be no wider than sixty percent of the width of the arcade with a maximum sign area of six square feet per face and shall maintain a minimum ground or sidewalk clearance of eight feet.

Freestanding Signs

Freestanding signs shall be limited to monument signs with one monument sign permitted for each street frontage of each commercial development or individual

commercial use. The maximum height of a monument sign is eight feet and the maximum sign area is one hundred twenty (120) square feet per face.

Unless a monument sign is set back at least ten feet perpendicular from the public right-of-way, it shall be located at least fifteen feet to the side of any driveway or interior property line to assure visibility. On any corner radius, a monument sign shall be set back from the public right-of-way unless it is demonstrated that safe and proper visibility can be maintained at a lesser setback.

Window Signs

Window signs shall not occupy more than fifteen percent of the total window sign area and the sign area of any window signs shall be included in the maximum allowable building face of building wall signs.

No box or can signs, internally illuminated or not, shall be permitted within the boundaries of Specific Plan 182.

All new signs shall be reviewed in accordance with Section V.A.

Sign Design Guidelines

The following items are general signage criteria and standards of the District:

1. Signage must comply with city sign ordinances and Specific Plan 182. Exceptions for historical signs are encourage and may require a variance granted by the City of El Cajon. The Planning Commission may approve an exception to the sign ordinance to approve an historically compatible sign upon receipt of documentary evidence that signs of such size, shape, design, material, coloring, lighting, and location to advertise a similar business were in use before 1960.
2. Preservation of historic commercial graphics painted on the sides of buildings is encouraged. See guidelines for Murals and Public Art.
3. When all provisions and conditions stated in earlier design, color, fabric, and materials requirements are met, neon, flashing, moving, or animated signs will be considered al song as they meet the historical integrity of the era but will not necessarily by approved.
4. Signs affixed to inside or outside façade display windows shall not obscure the interior of the building or the contents of display merchandise.