

ORDINANCE NO. XX-26

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ORANGE AMENDING TITLE 17 OF THE ORANGE MUNICIPAL CODE (ZONING CODE) TO ADD SIGN REVIEW AUTHORITY TO REVIEWING BODIES, ADD SIGN CRITERIA AND CLARIFYING ADMINISTRATIVE LANGUAGE FOR TEMPORARY USE PERMITS AND SPECIAL EVENTS, AND REPLACING IN ENTIRETY CHAPTER 17.36 RELATING TO SIGNS.

WHEREAS, the City Council of the City of Orange, pursuant to its police powers afforded under the California Constitution, Article XI and California Government Code Section 37100, et seq., may adopt regulations to protect the health, safety and welfare of the community, including establishing sign standards for various uses; and

WHEREAS, the current sign standards contained in the Orange Municipal Code were last comprehensively revised in 1995 by Ordinance No. 12-95; and

WHEREAS, since the last comprehensive sign code update, there have been significant changes in case law rendering the City's long-existing sign standards as outdated and significantly unenforceable; and

WHEREAS, in furtherance of promoting the City's aesthetics and assisting economic development, appropriate and enforceable signage standards have been provided with provisions for review authority, temporary uses, and special events; and

WHEREAS, this Ordinance has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures, and has been found to be exempt, consistent with the findings in Section II of this Ordinance; and

WHEREAS, the Planning Commission, having considered the proposed changes to the Orange Municipal Code at a public hearing held on XX, 2026, including review of the staff report and having received public testimony on the item, adopted Resolution No. PC XX-26 recommending that the City Council approve the proposed amendments to Title 17 of the Orange Municipal Code; and

WHEREAS, the City Council, having now considered the proposed changes to the Orange Municipal Code at a public hearing held on XX, 2026, including review of the staff report and having received public testimony on the item, desires to adopt the proposed Ordinance.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ORANGE DOES
HEREBY ORDAIN AS FOLLOWS:**

SECTION I:

The recitals stated above are true and correct, incorporated herein, and with the public record, form the basis for the adoption of this Ordinance.

SECTION II:

- (1) The subject Ordinance is not subject to the provisions of CEQA per State CEQA Guidelines (Guidelines) Sections 15060(c)(2) and 15060(c)(3) because review and evaluation of potential impact of the Ordinance demonstrate that it involves only a modification to a Citywide development standard related to signs. It does not involve a specific site, development project or focused geographic area, does not change permitted land use or density, and will not result in a direct or reasonably foreseeable indirect physical change in the environment. The Ordinance is therefore not a "project" as defined in Guideline Section 15378.
- (2) The subject Ordinance is exempt from CEQA per Guideline Section 15061(b)(3) because it can be seen with certainty, after review and evaluation of the facts regarding sign standards in the City of Orange, that there is substantial evidence that adoption of this Ordinance would not have a significant effect on the environment and the common sense exemption applies.
- (3) In the unlikely event the Ordinance would constitute a project under CEQA, it is categorically exempt from the provisions of CEQA per Guideline Section 15321(a) (Class 21, Enforcement Actions by Regulatory Agencies) because the Ordinance is an action taken by the City as a regulatory agency and involves "enforcement of a law, general rule, standard, or objective, administered or adopted by the regulatory agency." As such, no further analysis is warranted or required.

SECTION III:

Section 17.04.020 "A" Definitions is hereby amended to add the following:

ACTIVE RESIDENTIAL SUBDIVISION. A subdivision consisting of single-family lots that are offered for sale to the public by a homebuilder or the master developer of the subdivision.

APPRAISED VALUE, SIGN. The market value of the sign as reported by the owner, based upon the market value of comparable signs in the City. Where the City and owner do not agree upon the appraised value based on said comparable, appraised value shall mean the value reported by a qualified appraiser, approved by the City, hired by the owner to determine the value of the sign.

SECTION IV:

Section 17.04.021 "B" Definitions is hereby amended to add the following:

BALLOON. A brightly colored bag made of flexible material, inflated with air or other gas and sealed, often to make it rise in the air.

BALLOON, LARGE STRUCTURAL. A balloon or other gas entrapping container with a width or height greater than 17 inches.

BUILDING FACE. The exterior elevation (front, rear, or side) of a building in which a business is located.

BUILDING FRONTAGE. The portion of a building on, adjacent to, or oriented toward a street.

BUILDING OFFICIAL. The Building Official of the City of Orange, or designee.

SECTION V:

Section 17.04.022 “C” Definitions is hereby amended to add the following:

CHANNEL LETTERS. Three dimensional, individually manufactured letters or figures with an open back which may contain a light source to provide light onto the sign background against which the channel letters are silhouetted.

COMMERCIAL CENTER. A development within a commercial or mixed-use zone or land use district of two or more buildings, or a single building divided into five or more tenant spaces, constructed and designed to function as a single cohesive unit in terms of access, parking, landscaping, property, landscape maintenance, and architecture, regardless of the subsequent subdivision. Includes industrial and office complexes. Also, may be referred to interchangeably as “major commercial center” or “commercial complex”.

COMMERCIAL MESSAGE. A message conveyed by any sign that is solely intended to interest, entice, or solicit any person to participate in commercial transactions with a business, including offers of goods, cash, discounts on products or services, or other items, including the offering of free goods or services made in exchange for or with the intent to induce the recipient’s willingness to receive information relating to a possible commercial transaction.

CORNER CUT-OFF AREA: The triangular area formed by a diagonal line connecting two points on the side property lines, 25 feet distant from their intersection when projected into the public right-of-way, or in the case of rounded property line corners, the triangular area between the tangents to the curve at such corner and a diagonal line joining points on the tangents 25 feet from the point of their intersection. (See Figure 17.36.030.A)

SECTION VI:

Section 17.04.025 “F” Definitions is hereby amended to add the following:

FLAG. A fabric sheet of square, rectangular, or triangular shape that is typically mounted on a pole.

FRONTAGE. The length of a lot line abutting a public street right-of-way, excluding alley rights-of-way. The terms “frontage” and “street frontage” are interchangeable.

SECTION VII:

Section 17.04.027 “H” Definitions is hereby amended to add the following:

HALO ILLUMINATION. A form of sign illumination in which neon tubing, LED, or similar lights are mounted within the letter to illuminate the mounting surface causing a halo of light around the letter, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

HISTORICAL PLAQUE. A sign that memorializes a person, event, building, former use of a place, or something else of historical significance.

SECTION VIII:

Section 17.04.028 “I” Definitions is hereby amended to add the following:

ILLUMINATION, DIRECT. Illumination resulting from light emitted directly from a lamp or luminaire, not light diffused through translucent signs or reflected from other surfaces such as the ground or building faces.

ILLUMINATION, EXTERNAL. Illumination resulting from the face of the sign reflecting light from an external light source intentionally directed upon it. (See Figure 17.36.040.K)

ILLUMINATION, INTERNAL. A form of sign illumination that includes cabinet signs, single-color LED signs, signs constructed with pan channel letters, or indirect halo illuminated channel letters on an unlit or otherwise indistinguishable background on a freestanding sign or building wall.

SECTION IX:

Section 17.04.031 “L” Definitions is hereby amended to add the following:

LASER LIGHT DISPLAY. A display that emits light through the use of a laser beam(s).

LED (LIGHT EMITTING DIODE). A semiconductor diode that emits light when a voltage is applied to it.

LOGO: See Sign, Logo.

SECTION X:

Section 17.04.032 “M” Definitions is hereby amended to add the following:

MOBILE BILLBOARD. An advertising display that is attached to a mobile, nonmotorized vehicle, device, or bicycle, that carries, pulls, or transports a sign or billboard, and is for the primary purpose of advertising.

MODEL HOME. A dwelling temporarily used as a sales office and/or as an example of dwelling units available for sale within a residential development that is under construction.

MULTI-TENANT BUILDING. A building in which two or more separate and independently owned, rented, leased, or operated occupancies are contained.

MURAL. A picture or decoration that is applied directly to a wall and does not contain text or a commercial message.

SECTION XI:

Section 17.04.033 “N” Definitions is hereby amended to add the following:

NEON. An illumination source created when a glass tube filled with neon or other similar gas emits light when energized. The tube can be bent to form letters, symbols, or other shapes.

NITS. The standard unit used to measure the luminance of a surface, such as the face of a sign. One nit is equivalent to one candela (i.e. the light output of a common wax candle) per square meter.

SECTION XII:

Section 17.04.035 “P” Definitions is hereby amended to add the following:

PAN CHANNEL LETTER. A specific type of sign letter consisting of a metal pan enclosure fabricated in the shape of a letter. The metal pan enclosure is used to house the lighting and electrical components of the letter and can be mounted directly to wall of a building. The sign face is usually made of colored plastic attached to the metal pan to seal it off from pests and harsh weather, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

PLATE LINE: The uppermost horizontal line of a building wall upon which the roof or floor above rests.

PROFESSIONALLY CRAFTED SIGN. A temporary or permanent sign that is made to a high standard by a competent individual(s) skilled in sign design, fabrication, and installation.

SECTION XIII:

Section 17.04.025 “R” Definitions is hereby amended to add the following:

RACEWAY. An enclosed conduit for electrical wiring.

SECTION XIV:

Section 17.04.025 “S” Definitions is hereby amended to add the following:

SIGN. A structure, device, figure, display, message placard or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended or used to advertise, provide information in the nature of advertising, provide historical, cultural, archeological, ideological, political, religious, or social information, or direct or attract attention to an object, person, institution, business, product, service, message, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, or illumination.

SIGN, ANIMATED. Animated, flashing, blinking, reflecting, revolving, or other similar sign with visibly moving or rotating parts or visible mechanical movement of any kind. A sign whose message

changes more than eight times per day is considered an animated sign and not a changeable copy sign.

SIGN, AWNING. Any sign that is part of or attached to an awning, canopy, or other fabric, plastic or structural protective cover located over a door, entrance, window, storefront, or outdoor service area, as specified in Table 17.36.050.A.

SIGN, A-FRAME. A pedestrian oriented sign that is not permanently affixed to a structure or the ground to advertise special goods, services, or products offered on the site (also known as a Sandwich Board Sign or an Upright Sign).

SIGN, BANNER. A temporary sign constructed of cloth, bunting, plastic, paper, vinyl, or similar material and securely attached to a wall or support structure.

SIGN, BALLOON BOBBER. A reusable pre-formed balloon with regular air made of a durable PVC vinyl that does not need to be inflated and typically attached to a short pole, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, BANDIT. Any sign that is placed on public property or on private property without the consent of the property owner or as authorized in Chapter 17.36.

SIGN, BLADE. A permanent sign that is perpendicular to the face of a building and projects outward from the building face, as specified in Table 17.36.050.B.

SIGN, BUILDING IDENTIFICATION. A sign consisting of letters or numbers applied to a building wall, engraved into the building material, or consisting of a sculptural relief which contains the name of the building or describes its function, but which does not advertise any individual tenant of the building or any products or services offered, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, BUILDING MOUNTED. Sign attached to, connected to, erected against the wall, parapet, or fascia of a building or structure with the exposed face of the sign in a plane parallel to the vertical face of the building or structure.

SIGN, CANOPY. A sign that is printed, painted, or affixed to a canopy, typically used to accent building entries, as specified in Table 17.36.050.C, and as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, CHANGEABLE COPY. A sign that is designed so that characters, letters, numbers, or illustrations can be manually or mechanically changed or rearranged without altering the face or surface of the sign. For the purposes of Chapter 17.36, a sign whose message changes more than eight times per day is considered an animated sign (see Sign, Animated) and not a changeable copy sign.

SIGN, DIRECTIONAL. A sign erected to inform the viewer of the approximate route, direction, or location of a facility or tenant, as specified in Table 17.36.050.D or Table 17.36.050.N.

SIGN, DIRECTORY. A sign on a multi-tenant site providing information including a list of tenants and occupants, addresses and suite numbers or a map of the building or complex. Such signs are typically internal to a center, oriented to pedestrians, or motorists circulating in a parking lot rather than vehicles travelling on an arterial street, as specified in Table 17.36.050.E or Table 17.36.050.O.

SIGN, DRIVEWAY. A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a development, which is normally located adjacent to a public right-of-way or near various points of passage on or within private property.

SIGN, ELECTRONIC MESSAGE. A sign or portion of a sign that is capable of changing by electronic or automatic means the characters, letters, numbers, illustrations, display, color, and/or light intensity.

SIGN, FEATHER BANNER. A sign that is taller than it is wide and made of a flexible material (typically cloth, nylon, or vinyl) and mounted to a pole, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, FREESTANDING. A sign that is erected or mounted on its own self-supporting permanent structure or base detached from any supporting elements of a building, as specified in Table 17.36.050.M.

SIGN, FREESTANDING PROJECTING. A freestanding sign type featuring a double or single sided sign face, projecting outward at a perpendicular angle from a sign pole or post, as specified in Table 17.36.050.P.

SIGN, HUMAN. A sign held by or attached to a person for the purposes of advertising or drawing attention to an individual, business, commodity, service, or product.

SIGN, ICONIC. A sign determined by the City to have attained a high degree of community, cultural, aesthetic, or historic significance, pursuant to OMC Section 17.36.070.E.

SIGN, INCIDENTAL. A sign which provides incidental information including security, credit card acceptance, business hours, open/closed, directions to services and facilities, or menus.

SIGN, INDIVIDUAL LETTER. A cut-out or etched letter or logo which is individually mounted on a building wall, or freestanding sign

SIGN, LANDSCAPE WALL. A sign consisting of individual letters mounted on a screen or perimeter wall which may be attached or detached from a building, but which is architecturally integrated with the overall development, as specified in Table 17.36.050.Q.

SIGN, LED. A sign consisting of light emitting diodes (electronic components that let electricity pass in only one direction) that emit visible light when electricity is applied.

SIGN, LOGO. A stylized group of letters, words, numbers, or symbols used to represent and distinguish a business or product.

SIGN, MARQUEE. A permanent sign structure placed over the entrance to a building and typically used for a theater or other entertainment use, as specified in Table 17.36.050.F.

SIGN, MONUMENT. A freestanding sign, with a solid base that is equal to or larger than the width of the sign face. Monument signs are intended for viewing by vehicles travelling on an arterial street, as specified in Table 17.36.050.R.

SIGN, NONCONFORMING. Any sign legally established prior to the effective date of Ordinance No. **XX-26** or subsequent amendment to it, which does not fully comply with the standards imposed by the individual sections of this Zoning Code.

SIGN, OFF-PREMISE OR OFF-SITE. Any sign that directs attention to a business, commodity, service, entertainment, product, structure, use or property different from a structure or use existing on the property where the sign is located, and/or any sign on which space is rented, donated, or sold by the owner of said sign or property for the purpose of conveying a message.

SIGN, PAINTED WALL. A sign painted directly onto the exterior wall of a building and having no sign structure.

SIGN, PENNANT. A temporary sign made of flexible materials longer than it is wide, often triangular in shape, and frequently displayed with other pennants on a string, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, PERMANENT. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

SIGN, POST. A permanent sign mounted on either a single post or two or more posts, as specified in Table 17.36.050.S.

SIGN, PROJECTING. A sign that is perpendicular to the face of a building and projects outward from the building face, as specified in Table 17.36.050.G.

SIGN, RAISED LETTER. A sign containing copy, logo, and/or decorative embellishments in relief on the face, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, RESIDENTIAL SUBDIVISION. Any sign that is approved for use in association with an Active Residential Subdivision, as specified in Table 17.36.060.C.

SIGN, ROOF-MOUNTED. Any sign erected, painted, or attached on or over the roof of a building, as specified in Table 17.36.050.H.

SIGN, SERVICE ISLAND CANOPY. A sign mounted on or under a service island canopy, including on a fascia, as specified in Table 17.36.050.I.

SIGN, SINGLE-COLOR OR TWO-COLOR LED. A permanent sign composed of single-color or two-color LEDs, including signs with fixed and changeable copy, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.

SIGN, SUSPENDED. A sign suspended beneath a projecting canopy, walkway cover, awning, ceiling, or marquee, as specified in Table 17.36.050.J.

SIGN, TEMPORARY. A sign constructed of paper, cloth, vinyl, fabric, or similar material, which is intended for a definite and limited period of display, and which is not permanently affixed to a structure, sign area, or window.

SIGN, VEHICLE. Any sign on or affixed to a truck, van, automobile, trailer, or other vehicle.

SIGN, WALL. A sign affixed to or erected against the wall or fascia of a building or structure, with the exposed face of the sign parallel to the plane of wall or fascia to which it is affixed or erected, as specified in Table 17.36.050.K.

SIGN, WALL BANNER. A temporary sign and constructed of cloth, bunting, plastic, paper, or similar non-rigid material, and securely attached to the wall or support structure for which it is advertising, as specified in Table 17.36.060.B. Flags are not considered temporary wall banners.

SIGN, WINDOW. A sign posted, painted, placed, or affixed in, on, or within six inches of a window, or otherwise exposed to public view through a window. Windows on an elevation within six inches of another window are considered one contiguous window, as specified in Table 17.36.050.L.

SIGN, YARD, TYPE I. A small temporary sign typically constructed of corrugated plastic and supported on an H-shaped wire frame used for example, for advertising by local businesses or by election campaigns (Synonym: Lawn Sign) , as specified in Table 17.36.060.B.

SIGN, YARD, TYPE II. A sign mounted on a single post installed securely in the ground with a small sign hanging from a cross-bar mounted parallel to the ground, as specified in Table 17.36.060.B.

SIGN, YARD, TYPE III. A large typically wooden sign mounted on two posts installed securely in the ground, as specified in Table 17.36.060.B.

SIGN COPY. Any graphic, word, numeral, symbol, insignia, text, sample, model, device, or combination thereof that is primarily intended to advertise, identify, or notify.

SIGN FACE. The exterior surface of a sign, exclusive of structural supports, on which is placed the sign copy.

SIGN PROGRAM. A plan providing coordinated signage for a large site and utilizing one or more common design elements, including colors, materials, lettering, illumination, sign type, and sign shape. Sign programs are commonly used by a business or a group of contiguous businesses, institutional uses, or multi-family residential uses.

SIGN STRUCTURE. The supports, uprights, bracing and/or framework of a sign.

SINGLE-TENANT BUILDING. A building with no more than one owned, rented, leased, or operated commercial occupancy.

SPINNER. A lightweight, durable, and colorful device designed to be affected by the movement of air so that it spins or rotates in a manner to capture attention.

SECTION XV:

Table 17.08.020 of the Orange Municipal Code, “Reviewing Bodies,” is hereby amended to add the following:

Table 17.08.020					
Type of procedure, Permit or Hearing	CDD	DRC	ZA	PC	CC
Iconic Sign	A	A		A	X
Signs	As specified in Table 17.36.020.A				

SECTION XVI:

Section 17.08.020B.2.b. of the Orange Municipal Code, “Reviewing Bodies,” hereby adds the following:

- b. Authority to review and make recommendations to the City Council:
 - vi. Applications for iconic signs

SECTION XVII:

Section 17.08.020D.2.h. of the Orange Municipal Code, “Reviewing Bodies,” hereby adds the following:

- 2. Powers and Duties. The Design Review Committee shall have the authority to:
 - h. Recommend iconic signs to the Planning Commission

SECTION XVIII:

Section 17.08.020E.1. of the Orange Municipal Code, “Reviewing Bodies,” hereby adds the following:

- 1. Powers and Duties. The Community Development Director, after consultation with appropriate staff as determined by the Director, shall have the authority to:
 - o. Review and make recommendations on applications for iconic signs to the Design Review Committee.

SECTION XIX:

Section 17.10.035 of the Orange Municipal Code, “Temporary Use Permits” is hereby amended to read as follows:

- A. Purpose and Intent. The City recognizes that certain types of land use, due to the nature of the use, require special individual review. The intent of this section is to accommodate reasonable requests for interim, temporary or seasonal uses within any zoning district, when such activities are desirable for the community in the short term but would have detrimental effects if allowed to continue on a permanent basis. Temporary uses allowed under this section shall be sensitive to the health, safety and general welfare of persons residing and working in the community and shall be conducted so as not to cause any long term detrimental effects on surrounding properties and the community. This section does not supersede existing regulations pertaining to specific temporary uses included in other code sections. The issuance of a temporary use permit does not confer any land use entitlement or property right to the holder of the permit. This permit is revocable with or without cause upon 30 days written notice to the permit holder,

unless violations of public health, safety or welfare are occurring, in which case the permit will be immediately revocable.

- B. **Initiation and Application.** Application for temporary use permits shall be filed on forms furnished by the Community Development Department at least 30 days prior to initiation of the use. The Director of Community Development may exempt an applicant from the 30 day application prior to the beginning of an event provided the applicant files a declaration under penalty of perjury that the nature of his or her business activities does not permit advance knowledge by the applicant of the time of the particular "temporary use". Applications for temporary uses shall contain the following information:
1. The name and address of the sponsoring business or organization;
 2. The proposed location of the temporary use;
 3. The name and address of the party responsible for the temporary use;
 4. A list of communities in California where the temporary use has been previously conducted by the party responsible for the temporary use;
 5. The number of persons who will be engaged in conducting the temporary use, if applicable;
 6. A plot plan showing the entire property in addition to that portion of the property to be used to conduct the temporary use, including an exact description and plot plan describing the total extent of any off-street parking area which would be occupied for the purpose of conducting the temporary use;
 7. All information on the City's Land Use Application as requested by Community Development staff.
 8. Such other information as shall be required by the Community Development Director.
- C. **Temporary Use Permit for Uses of Limited, Specific Duration (Nonrecurring).** Nonrecurring temporary uses, located within any zoning district in the City shall include:
1. Modular buildings used for classrooms or offices;
 2. Outdoor storage;
 3. Swap meets;
 4. Other temporary uses of a similar nature as determined by the Community Development Director;
 5. Procedure. The Community Development Director shall serve as the initial reviewing body for non-recurring temporary use permits. Once an application for a non-recurring temporary use permit has been deemed complete, the Community Development Director shall consider and make a recommendation to approve, approve with conditions or deny the permit. The recommendation shall be forwarded to the Zoning Administrator. The Zoning Administrator, in reviewing the application, shall review the recommendations of the Community Development Director and shall act to approve, approve with conditions, or deny the application. Zoning Administrator action shall be deemed final, unless appealed, in accordance with the appeal procedures set forth in Section 17.08.050 (Appeals).
- D. **Temporary Use Permit for Annual, Seasonal, or Recurring Uses.** Annual, seasonal or recurring temporary uses, located within any zoning district in the City shall include:
1. Off-site agricultural sales, including, but not limited to, Christmas tree lots, pumpkin patches and strawberry stands;

2. Temporary holiday storage containers/trailers and outdoor storage containers/trailers ancillary to an existing permitted use;
3. Other annual, seasonal or recurring temporary uses of a similar nature as determined by the Community Development Director;
4. Duration. Annual, seasonal, or recurring temporary uses may be allowed for a maximum time period of six months; and
5. Procedure. The Community Development Director shall serve as the initial reviewing body for recurring temporary uses. Once an application for a temporary use permit has been deemed complete, the Community Development Director may have a staff review committee, as designated by the City Manager, consider and make a recommendation to approve, approved with conditions, or deny the permit. Any staff recommendation shall be forwarded to the Community Development Director or designee. The Community Development Director, in reviewing a temporary use permit application, shall review any recommendations of staff and shall act to approve, approved with conditions, or deny the application. The Community Development Director's action shall be deemed final, unless appealed in accordance with the appeal procedures set forth in Section 17.08.050 (Appeals).

Annual, seasonal, or recurring uses on the same site with the same layout may be approved administratively provided that no physical changes have occurred to the property or property ownership within the time that has elapsed since the approval of the original temporary use permit by the Community Development Director.

- E. Temporary Use Permit Signs. All signs associated with the temporary use shall comply with the temporary sign requirements of Chapter 17.36, and shall conform in size and location to the plans and any conditions of the approved permit.

In addition to temporary signs authorized in Chapter 17.36, the following signs and advertising devices may be approved with the Temporary Use Permit:

1. Wind signs, pennants, streamers, balloons, and other similar devices with an aggregate length of up to twice the length of the store or building frontage and with a maximum height of 50 feet above grade. At no time shall said devices be allowed to reach within 10 feet of any power or telephone transmittal lines.
2. Balloons, including large structural balloons, not exceeding 30 inches in diameter or a maximum height of 50 feet above grade. At no time shall they be allowed to reach within 10 feet of any power or telephone transmittal lines.
3. Portable shielded arc-type searchlights may be permitted in commercial and industrial districts only, provided that the beam of the searchlight shall not be projected at less than a 45-degree angle measured from a horizontal plane, and shall not project upon or reflect upon property or buildings other than the property or buildings of the permittee.

- F. Operational Requirements.

1. All parking access, exits, and traffic aisles shall remain unobstructed at all times. No more than 20% of the required parking spaces, as calculated in the Orange Municipal Code Section 17.34.060 may be used for the temporary use.

- G. Conditions of Approval. In granting any temporary use permit, the reviewing authority may prescribe appropriate conditions and safeguards in conformity with this section. Violation of such conditions and safeguards, when made a part of the terms under which the temporary use permit is granted, shall be deemed a violation of this code and punishable under this code. The reviewing authority may prescribe a time limit within which the action for which the temporary use permit shall be started, completed, or both. Conditions of approval may include, but are not limited to:

1. Regulations of hours and days;
 2. Requirements of bonds or other guarantees for cleanup or removal of structures or equipment;
 3. Return of temporary use site to its original state within a specified period of time;
 4. Regulation of permit duration;
 5. Regulation of signs and advertising;
 6. Regulation of lighting;
 7. Regulation of public-address or sound system;
 8. Regulation of gas, smoke, noise, fumes, vibrations or other nuisances;
 9. Regulation of design features including, but not limited to, size, colors, material, architectural details and landscaping; and
 10. Such other conditions as are deemed necessary to protect the health, safety and welfare of the community and to assure compliance with the intent and purpose of this section.
- H. Criteria for Review. The reviewing authority shall consider the following criteria in granting a temporary use permit:
1. That the temporary use permit is compatible with the various provisions of this chapter;
 2. That the temporary use is a reasonable use of land compatible with the general plan land use designation and zoning classification;
 3. That the temporary use will not impede the reasonable use of land, or the orderly development of land in the immediate vicinity;
 4. The temporary use will not adversely affect the adjacent uses, buildings or other structures;
 5. That the temporary use will not endanger the public health, safety or general welfare;
 6. Provisions for adequate traffic access/circulation, off-street parking and pedestrian safety have been provided and will be maintained during the operation of the use or activity; and
 7. That the granting of the temporary use permit is made subject to those conditions necessary to preserve the general welfare, not the individual welfare of any particular applicant.
- I. Revocation. This permit may be revoked by the City for any reason in the sole and absolute discretion of the Community Development Director, or his or her designee, upon 30 days written notice, or immediately in the event that the permittee, as determined by the Community Development Director, or his or her designee, is in violation of any law or activity that endangers the public health, safety, or general welfare.
- J. Expiration. Permits for nonrecurring temporary uses shall not exceed a one year time period. Any nonrecurring temporary use exceeding one year must reapply. In no case shall any nonrecurring temporary use be allowed for more than two years. Annual, recurring temporary uses must be reapplied for each year.

SECTION XX:

Chapter 17.36 of the Orange Municipal Code, "Sign Regulations," is hereby deleted in its entirety and replaced with the following:

Chapter 17.36 - SIGN REGULATIONS

17.36.010 - General Provisions.

- A. This Chapter is the primary tool for implementing the sign policies of the City of Orange pursuant to the provisions of the State Outdoor Advertising Act (Business and Professions Code Section 5200 et seq.) and other applicable state and local requirements. Whenever any provision of this Chapter refers to or cites a section of state law, and that section is later amended or superseded, the Chapter shall be deemed amended to refer to the amended section or the section that most nearly corresponds to the superseded section.
- B. Purpose. This Chapter has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the General Plan. This Chapter promotes the public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content neutral, and nondiscriminatory sign standards and requirements. More specifically, this Chapter is intended to:
 - 1. Ensure that all signs are compatible with the unique character and environment of the City, and that they support the desired ambience and development patterns of the various districts, overlay districts, and historic areas within the City;
 - 2. Balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages;
 - 3. Ensure pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
 - 4. Prevent property damage, personal injury, and litter caused by signs that are improperly constructed or maintained;
 - 5. Protect property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape; and
 - 6. Provide consistent sign design standards that enable the fair and consistent enforcement of these sign regulations.
- C. Applicability. This Chapter applies to all signs within the City regardless of their nature or location, unless otherwise specifically exempted in Section 17.36.010.E (Exemptions).
 - 1. Standards for permanent signs are found in Section 17.36.050 (Standards for Permanent Signs).
 - 2. Standards for temporary signs are found in Section 17.36.060 (Standards for Temporary Signs).
 - 3. The provisions of this Chapter shall be applied in a content-neutral manner. Non-communicative aspects of all signs, not related to the content of the sign, shall comply with the provisions of this Chapter. "Non-communicative aspects" include the time, place, manner, location, size, height, illumination, spacing, and orientation of signs.
 - 4. Nothing in this Chapter shall be construed to prohibit a person from holding a sign while picketing or protesting on public property that has been determined to be a traditional or designated public forum, so long as the person holding the sign does not block ingress and egress from buildings, create a safety hazard by impeding travel on sidewalks, in bike or vehicle lanes, or on trails, or violate any other reasonable time, place, and manner restrictions adopted by the City.
- D. Substitutions and Interpretations
 - 1. This Chapter is not intended to, and does not, restrict speech on the basis of its content,

viewpoint, or message. No part of this Chapter shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial or non-commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or permit, provided that the size of the sign is not altered and the sign otherwise complies with the provisions of this Chapter. To the extent any provision of this Chapter is ambiguous, the term will be interpreted not to regulate on the basis of the content of the message.

2. When there is any question regarding the interpretation of a provision of this Chapter, or its application to any specific case or situation, the Community Development Director shall interpret the intent of this Chapter, or refer it to the Planning Commission.
3. An interpretation by the Planning Commission shall be followed when applying the provisions of this Code, unless changed by the City Council on appeal.
4. An appeal of an interpretation by the Planning Commission may be made to the City Council in accordance with the appeal procedures set forth in Section 17.08.050 (Appeals).

E. Exemptions. The following signs are not regulated under this Chapter:

1. Numerals and letters identifying an address from the street to facilitate emergency response and compliant with City requirements;
2. Building identification signs not exceeding two square feet in area for residential buildings and four square feet in area for nonresidential buildings;
3. Any sign, posting, notice or similar signs placed, installed, or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including the following:
 - a. Emergency and warning signs necessary to warn of dangerous and hazardous conditions and that serve to aid public safety or civil defense;
 - b. Signs required to be displayed by any applicable federal, state, or local law, regulation, or ordinance;
 - c. Signs directing the public to points of interest; and
 - d. Signs showing the location of public facilities.
4. Historical plaques, commemorative signs, memorial tablets, and date-constructed stones not exceeding four square feet in area;
5. Incidental signs not to exceed an aggregate of four square feet in sign area in the Single-Family Residential and Duplex Sign District and eight square feet in all other Sign Districts;
6. Iconic signs; and,
7. Signs not readable from the public right-of-way, including:
 - a. Signs or displays located entirely inside of a building, within a courtyard, open-air pedestrian space, or similar open area and not readily visible from the building's exterior;
 - b. Signs intended to be readable from within a parking area or City park but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
 - c. Signs located within City Recreation Facilities.

F. Severability. The invalidation of the application of any section, sentence, clause, phrase, word,

portion, or provision of this Chapter to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.

17.36.020 - Administration and Procedures.

- A. Review Authority. Table 17.36.020.A (Review Authority) establishes the review authority for all sign-related entitlements in the City.
 - 1. Review Authority for application types in Table 17.36.020A shall be as further specified for sign types in Table 17.36.020.C
 - 2. The Building Official or Community Development Director may designate a Community Development Department employee to make decisions for their respective Review Authority as specified in Table 17.36.020A.

**Table 17.36.020.A
REVIEW AUTHORITY**

Application Type	Review Authority			
	<i>Building Official (BO)</i>	<i>Community Development Director (CDD)</i>	<i>Design Review Committee (DRC)</i>	<i>Planning Commission (PC)</i>
<i>A = Advisory; X = Final Project Determination</i>				
<i>Building Permit</i>	X ¹	A	-	-
<i>Sign Permit (Permanent and Temporary Signs)</i>	-	X ²	X ³	X ⁴
<i>Sign Program</i>	-	A	A/X ⁵	X ⁶
¹ Limited to signs designated "BP" in Table 17.36.020.C ² Limited to signs designated "SP" or "SP/BP" in Table 17.36.020.C ³ Limited to signs designated "DRC/SP" or "DRC/BP" in Table 17.36.020.C ⁴ Limited to signs designated "PC/BP" in Table 17.36.020.C ⁵ Limited to signs designated "DRC" or "DRC/PC" in Table 17.36.020.C ⁶ Limited to signs designated "DRC/PC" in Table 17.36.020.C				

- B. Sign Districts Established. Table 17.36.020.B summarizes how the zoning districts established in Chapter 17.06 (Zoning Districts and Map) have been combined into Sign Districts based on similarity of use, building form, and character. With the exception of the Old Towne Historic District Overlay, overlay districts are not included in the Sign Districts.

**Table 17.36.020.B
SIGN DISTRICTS ESTABLISHED**

Sign District	Zoning Districts Included	Sign District Description
<i>Agriculture, Extractive, Open Space Sign District</i>	Agricultural (A-1) Recreational Open Space (RO) Sand and Gravel Extraction District (SG)	Signage is limited to only the sign types necessary to provide information for the primary agriculture, extractive, and open space uses.
<i>Single-Family Residential and Duplex Sign District</i>	Single-Family Residential District (R1-5 through R1-40, and R1-R) Duplex Residential District (R2-6 through R2-8) Residential Component of Planned Community Districts (PC)	Signage is limited as a variety of allowed sign types would detract from the desired single-family residential character of this District.

Sign District	Zoning Districts Included	Sign District Description
<i>Multi-Family Residential and Mobile Home Park Sign District</i>	Multiple-Family Residential District (R-3) Multi-Family Residential District (R-4) Mobile Home Residential District (MH)	Signage is limited to only allow the sign types that support the desired multi-family residential character of this District.
<i>Commercial Sign District</i>	Commercial Professional District (CP) Limited Business District (C1) General Business District (C2) Commercial District (C3) Limited Business District – Tustin Redevelopment Project Area (C-TR) Commercial Component of Planned Community Districts (PC)	Accommodates the possibility of a wide variety of sign types to achieve a diverse character appropriate for major retail, office and service uses for commercial corridors and centers in the City.
<i>Office Professional Sign District</i>	Office Professional District (OP)	Signage is limited to the allowed sign types that support the professional office character of this District.
<i>Mixed-Use Sign District</i>	Neighborhood Mixed Use District (NMU) Urban Mixed Use District (UMU)	Accommodates a variety of sign types to achieve a diverse, mixed-use character appropriate for neighborhood residential, office, service and retail uses.
<i>Industrial Sign District</i>	Light Industrial (M1) Industrial Manufacturing District (M2)	Accommodates sign types to support the industrial character and uses.
<i>Public Institution Sign District</i>	Public Institution District (PI)	Accommodates a variety of sign types to achieve appropriate wayfinding, building identification, and information for public institutional uses.
<i>Historic Overlay Sign District</i>	Old Towne Historic District Overlay Except Residential	Allows a variety of sign types appropriate to the character of the Old Towne Historic District Overlay in conformance with the Historic Preservation Design Standards for Old Towne.

C. Applicability.

1. A permit is required to erect, install, construct, move, alter, replace, suspend, display, or maintain (e.g., the removal of the sign so that structural elements supporting the sign may be maintained) any permanent sign, or temporary sign, unless otherwise specified in this Chapter. Table 17.36.020.C (Required Permits for All Signs by Sign District) establishes the permits required by sign type within each Sign District. Standards for each sign type are established in Section 17.36.050 (Standards for Permanent Signs).
2. Except as otherwise provided, it shall be unlawful for any person to erect, place, display, alter, repair or relocate any sign requiring a permit, including a change of copy, without first obtaining the appropriate permit or approval for a sign permit or temporary sign permit from the Review Authority.
3. Each permanent sign and change of copy (i.e. changing of the face or letters and numbers on a sign) requires a separate sign permit application, except that changes to or between non-commercial messages do not require a sign permit or any approval

consistent with the substitutions and interpretations provisions of Section 17.36.010.D.1 (General Provisions).

4. All permanent signs and temporary signs shall comply with the applicable requirements and standards established in this Chapter. Any sign not authorized pursuant to this Chapter is not allowed.
5. The sign permitting review procedure provides a process for review and action by the Review Authority for the placement, installation, construction, alteration or replacement of signs, based upon and subject to specific criteria, standards, and conditions as set forth in this Chapter.
6. No sign may be placed on private property, including vacant property, without written authorization satisfactory to the Community Development Director from the owner, designee, or occupant, and any applicable sign or building permit by the City, pursuant to the provisions of this Section.

Table 17.36.020.C

REQUIRED PERMITS FOR ALL SIGNS BY SIGN DISTRICT

Sign Type	Sign Districts									
	<i>Agricultural, Extractive, and Open Space Sign District</i>	<i>Single-Family Residential and Duplex Sign District</i>	<i>Multi-Family Residential and Mobile Home Park Sign District</i>	<i>Commercial Sign District</i>	<i>Office Professional Sign District</i>	<i>Mixed-Use Sign District</i>	<i>Industrial Sign District</i>	<i>Public Institution Sign District</i>	<i>Historic Overlay Sign District¹</i>	<i>Institutional Uses in All Districts</i>
Building Mounted Signs										
<i>Awning Sign</i>	BP	-	BP	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Blade Sign</i>	-	-	-	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Canopy Sign</i>	-	-	SP/BP	BP	-	BP	BP	BP	DRC/BP	BP
<i>Directional Sign</i>	SP/BP	-	SP/BP	SP/BP	SP/BP	SP/BP	BP	BP	DRC/BP	BP
<i>Directory Sign</i>	SP/BP	-	SP/BP	SP/BP	SP/BP	SP/BP	BP	BP	DRC/BP	BP
<i>Marquee Sign</i>	-	-	-	BP	-	BP	BP	BP	DRC/BP	BP
<i>Projecting Sign</i>	-	-	-	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Roof-Mounted Sign²</i> <i>- On a roof</i>	-	-	-	BP	-	-	BP	-	-	-
<i>Roof-Mounted Sign²</i> <i>- Above a roof</i>	-	-	-	PC/BP	-	-	PC/BP	-	-	-
<i>Service Island Canopy Sign</i>	-	-	-	BP	-	BP	BP	-	DRC/BP	-
<i>Suspended Sign</i>	-	-	-	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Wall Sign</i>	BP	-	BP	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Wall Sign (Painted)</i>	SP	-	SP	SP	SP	SP	SP	SP	DRC/SP	SP
<i>Window Sign</i>	SP	-	SP	SP	SP	SP	SP	SP	SP	SP
Freestanding Signs										
<i>Directional Sign</i>	BP	-	BP	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Directory Sign</i>	BP	-	BP	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Freestanding Projecting Sign</i>	BP	-	BP	BP	BP	BP	BP	BP	DRC/BP	BP
<i>Landscape Wall Sign</i>	SP/BP ³	SP/BP	SP/BP	SP/BP	SP/BP	SP/BP	BP	BP	-	SP/BP

Sign Type	Sign Districts									
	Agricultural, Extractive, and Open Space Sign District	Single-Family Residential and Duplex Sign District	Multi-Family Residential and Mobile Home Park Sign District	Commercial Sign District	Office Professional Sign District	Mixed-Use Sign District	Industrial Sign District	Public Institution Sign District	Historic Overlay Sign District ¹	Institutional Uses in All Districts
Monument Sign	BP	BP	BP	BP	BP	BP	BP	BP	DRC/BP	BP
Post Sign	BP	BP	BP	BP ⁴	BP	BP	BP	BP	DRC/BP	BP
Sign Display Elements (Component of above sign types)										
Changeable Copy Sign	-	-	-	-	-	-	-	SP/BP	-	SP/BP
Electronic Message Sign ⁵	-	PC/BP-	-	PC/BP	PC/BP	PC/BP	-	PC/BP	-	PC/BP
Temporary Signs										
Large Structural Balloons	-	-	-	CUP/PC	-	CUP/PC	CUP/PC	-	-	-
Temporary Model Home Complex/ Active Residential Subdivision Signs ⁶	-	SP	SP	-	-	-	-	-	-	-
Wall Banner Sign	SP	-	-	SP	SP	SP	SP	SP	SP	SP
Window Sign	SP	-	-	SP	SP	SP	SP	SP	SP	SP
Yard Sign Type I, II, and III	No sign permit required									
Sign Programs^{7,8}										
New planned developments, planned communities, specific plans, or new multi-tenant development ⁹	-	-	PC	PC	PC	PC	PC	PC	DRC/PC	PC
Multi-tenant property with substantial improvement proposed ⁹	-	-	PC	PC	PC	PC	PC	PC	DRC/PC	PC
Multi-tenant property < 1.75 acres when voluntary sign program updates are proposed	-	-	SP	SP	SP	SP	SP	SP	DRC	SP
Property ≥ 1.75 acres ¹⁰	-	-	PC	PC	PC	PC	PC	PC	DRC/PC	PC
Key: - = Not allowed SP = Sign Permit required BP = Building Permit required CUP = Conditional Use Permit required SP/BP = either Sign Permit or Building Permit required DRC = Design Review Committee “PC” = Planning Commission										
¹ All permanent signs in the boundary of the Historic Overlay Sign District shall require Design Review Committee approval prior to building permit issuance except for refacing of signs or signs that comply with an existing sign program. ² See Review Authority approval as specified in Table 17.36.020.A ³ Only allowed in the RO District. ⁴ Post signs are not allowed in C-P and C-1 Districts. ⁵ Property shall be two acres or greater to be eligible to apply.										

Sign Type	Sign Districts									
	<i>Agricultural, Extractive, and Open Space Sign District</i>	<i>Single-Family Residential and Duplex Sign District</i>	<i>Multi-Family Residential and Mobile Home Park Sign District</i>	<i>Commercial Sign District</i>	<i>Office Professional Sign District</i>	<i>Mixed-Use Sign District</i>	<i>Industrial Sign District</i>	<i>Public Institution Sign District</i>	<i>Historic Overlay Sign District¹</i>	<i>Institutional Uses in All Districts</i>

⁶ Active Residential Subdivision Signs only allowed in single-family residential districts.

⁷ Property without an existing sign program shall adhere to the requirements of Tables 17.36.020.A (Review Authority) and Table 17.36.020.C (Required Permits for All Signs by Sign District) until such time that substantial improvements are conducted, which shall necessitate an approved sign program, or a new sign program may be voluntarily submitted and approved.

⁸ Property with an existing sign program may adhere to the existing sign program until such time that substantial improvements are conducted, which shall necessitate a new approved/replacement sign program, or a new sign program may be voluntarily submitted and approved. Property with an existing sign program that has provisions superseded by this Chapter may utilize provisions of this Chapter and/or provisions of the existing sign program but in no event shall the number or size of signs exceed the greater of that specified by either the existing sign program or the sign code.

⁹ Reviewed concurrently by the Review Authority with associated project entitlements or by the Design Review Committee subsequent to project approval but prior to Certificate of Occupancy or final building inspection.

¹⁰ Requires Planning Commission approval only when deviations from the sign code are requested in association with a Conditional Use Permit application. If no deviations are proposed, the Design Review Committee shall be the Review Authority.

D. Signs Subject to a Building Permit.

1. **Building Permit Required.** A building permit is required for any sign for which review is required under the California Building Code and as determined by the Building Official. Signs for which a building permit are required are not limited to but include, for example, any signs mounted on a wall, roof, ceiling or a similar overhead structure, signs that are illuminated, signs requiring structural review and inspection, and signs installed in the ground that require a footing.
2. **Application.** An application for a building permit for a sign shall be filed on the form provided by the Community Development Department, together with all required fees, plans, and all other information and materials specified on the application requirements checklist.
3. **Review.** The Community Development Director shall review all building permit applications for signs and supporting documentation for compliance with the standards of this Chapter. The Community Development Director will refer the building permit application to the Building Official for review and approval in accordance with the provisions of the Building Code before issuing the building permit.
4. **Determination.** The Building Official, with consultation of the Community Development Director, shall determine whether the building permit may be issued or if additional information is required from the applicant to complete the permit application.
5. **Substitution.** A current and valid sign permit is freely assignable to a successor as owner of the property or operator of the premises. The assignment does not require approval by the Review Authority.

6. Decision. After a building permit application for a sign is determined to be complete, the Building Official, in consultation with the Community Development Director, shall approve, conditionally approve (if required by a discretionary entitlement), or deny the application.
 7. Construction Requirements. All permanent signs shall be designed, constructed, and installed in compliance with applicable Building Code requirements as determined by the Building Official, and shall be installed by a licensed contractor.
 8. Inspections. All signs for which a building permit is required are subject to inspection to establish compliance with the provisions of the adopted Building Code, this Chapter, and the following additional inspections, unless waived in writing by the Building Official:
 1. Footing inspections on all freestanding signs, including adding additional sign area to existing signs;
 2. Electrical inspections for all illuminated signs prior to placement;
 3. Inspection of braces, anchors, supports, and connections; and,
 4. Final inspection to establish compliance with the adopted Building Code, provisions of this Chapter, and other applicable City codes.
- E. Signs Subject to a Sign Permit. Table 17.36.020.A (Review Authority) establishes the Review Authority for sign permits. A sign permit is required for any sign listed in Table 17.36.020.C (Required Permits for All Signs by Sign District) when the Building Official determines that a building permit is not required.
- F. Signs and Sign Programs Reviewed and Approved by the Design Review Committee or Planning Commission.
1. Applicability. Table 17.36.020.A (Review Authority) establishes which signs and sign programs require review and approval by the Design Review Committee or Planning Commission.
 2. Initiation and Application. An application shall be filed on the City's Land Use Project Application form provided by the Community Development Department, together with all required fees and all other information and materials specified on the application requirements list. Additional information may be requested from an applicant to allow for review of the proposed sign or sign program.
 3. Procedure. The Community Development Director shall provide a recommendation on an application required for review by the Review Authority. The Review Authority shall approve, approve with conditions, or deny the sign or sign program.
 4. Findings. In reviewing a proposed sign or sign program, the Review Authority shall make the findings established in Section 17.10.070 (Design Review). Any condition imposed on a building permit for a sign shall be limited to protecting the public health, safety, and welfare, and shall not affect the sign message and/or have the intent or effect of reducing allowable signage.
- G. Sign Permit for Temporary Signs. Table 17.36.020.A (Review Authority) establishes the Review Authority for temporary signs. Table 17.36.020.C (Required Permits for All Signs by Sign District) establishes which temporary signs require a Sign Permit.
1. Duration of Sign Permit. Table 17.36.060.B (Standards for Temporary Sign Types) establishes the length of time that a temporary sign, subject to a sign permit may be displayed.
 2. Application. An application for a sign permit shall be filed on the form provided by the Community Development Department, together with all required fees and all other information and materials specified on the application requirements list.

3. Review and Approval.
 - a. Code Enforcement staff as designated by the Community Development Director shall review permit applications for temporary signs for compliance with the standards in Section 17.36.060 (Standards for Temporary Signs).
 - b. Determination. Code Enforcement staff shall issue all sign permits for temporary signs meeting the requirements of this Chapter and shall determine if additional information is required from the applicant to complete the permit application.
 - c. A current and valid sign permit for a temporary sign is freely assignable to a successor as owner of the property or operator of the premises. The assignment does not require approval by a Review Authority.
4. Inspections. All temporary signs requiring a sign permit are subject to inspection to establish compliance with the provisions of this Chapter.
5. Violations. Any temporary sign, other than Yard Signs Type I - III that is installed or displayed without the required sign permit is in violation of this Chapter and is grounds for Code Enforcement staff to issue a correction notice, or implement any other legal remedy, and/or to remove the temporary sign until a sign permit is obtained.

H. Sign Programs

1. Purpose. A sign program provides eligible properties with flexibility to develop innovative, creative and effective signage and to improve the aesthetics of the City, and to coordinate sign design within development projects through the use of common design, architectural, and landscape elements to form a unified architectural statement.
 - a. Properties less than 1.75 acres. A sign program provides an alternative to the minimum permanent sign standards established in this Chapter subject to the sign design performance standards established in Section 17.36.050.F (Sign Design Performance Standards) to promote superior sign design, materials, and methods of installation.
 - b. Properties greater than or equal to 1.75 acres. A sign program provides an alternative to both permanent and temporary sign standards established in this Chapter subject to design review and a Conditional Use Permit approved by the Planning Commission. Properties greater than or equal to 1.75 acres are recognized as having unique needs, greater size and opportunities, and may operate with fewer signage constraints. Individual sign programs may be customizable to the property subject to review for superior sign design, materials, methods of installation, and creativeness within a self-contained unified property.
2. Applicability. An application for a sign program may voluntarily be submitted for any multi-tenant property with or without an existing sign program, or any single-tenant property greater than or equal to 1.75 acres and shall be submitted and approved for any new or substantially improved multi-tenant property, or single-tenant property greater than or equal to 1.75 acres. This requirement is not applicable to property located in Agricultural, Extractive, and Open Space, and Single-Family Residential and Duplex Sign Districts.
3. Application. An application for a sign program sign shall be submitted on the City application intake portal and include the application materials designated on the City's Land Use Project Application packet. Applications for a sign program shall also include the following:
 - a. A site plan of the overall development, including all parcels within the multi-tenant development or master planned community, at a scale determined by the Director of Community Development;

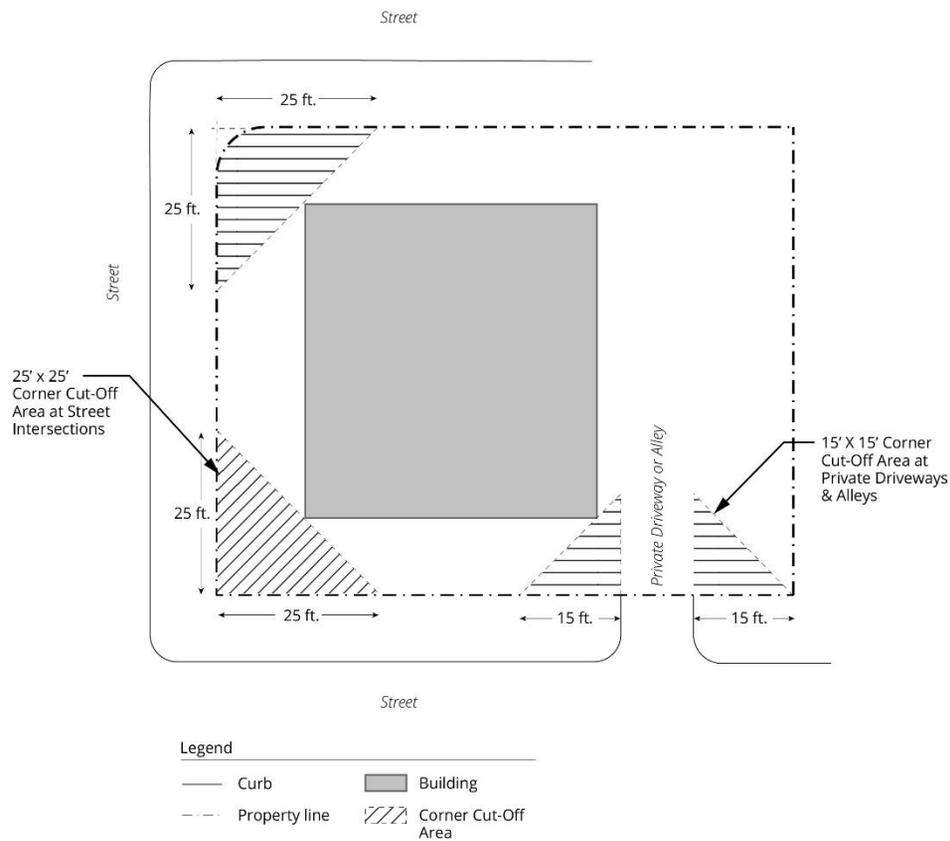
- b. The location and sizes of existing and proposed buildings, parking lots, driveways, streets and landscaped areas of the development;
 - c. The size, location, height, color, lighting source, and orientation of all proposed signs for the development, with a computation of sign area for each sign type and total proposed sign area for the site;
 - d. A complete set of sign standards, including style, colors, type(s), placement, letter size, and number of signs and sign material(s);
 - e. A description of the development to demonstrate that the sign program meets the required findings and/or sign design standards; and
 - f. Any other information deemed necessary in support of the application.
4. Review Authority. Tables 17.36.020.A (Review Authority) and C (Required Permits for All Signs by Sign District) establishes the Review Authority for sign programs, including sign program modifications.
5. Decision and Findings.
- a. Any condition imposed on a building permit for a sign shall be limited to protecting the public health, safety, and welfare, and shall not affect the sign message and/or have the intent or effect of reducing allowable signage.
 - b. Every application for sign program approval shall be approved prior to the issuance of the first Certificate of Occupancy when it is part of a new construction project application.
 - c. Findings. In reviewing a sign program, the Review Authority shall utilize the findings from Section 17.10.070 (Design Review).
6. Sign Program Standards. Sign programs shall comply with the sign design standards established in the City of Orange General Sign Design Standards including, if applicable, the provisions of Section 17.36.050.F (Sign Design Performance Standards).
7. Individual Signs Authorized in an Approved Sign Program. A building permit for a sign is required for individual signs authorized by an approved sign program, and shall be issued in compliance with this Chapter, provided:
- a. The signs comply with all applicable conditions of the approved sign program; and
 - b. Applications for building permits for signs are submitted within a time period specified as part of the sign program, where applicable.
- I. Modifications to Sign Standards. A modification to the standards established in this Chapter may be granted subject to the following:
- 1. With an application for a sign program on eligible sites greater than or equal to 1.75 acres;
 - 2. Pursuant to the granting of a variance following the requirements of Section 17.10.040 (Variances); or
 - 3. Pursuant to the granting of an administrative adjustment following the requirements of Section 17.10.050 (Administrative Adjustments).

17.36.030 - General Restrictions for All Signs.

- A. Prohibited Signs. The following signs are prohibited except as otherwise provided in this Chapter, or in the Temporary Use Permit provisions of Orange Municipal Code Section 17.10.035, or Special Event provisions of Chapter 17.46:
- 1. Signs that could be confused with any authorized traffic signal or device or that interfere

- with, obstruct, confuse or mislead traffic;
 2. Bandit signs;
 3. Inflatable balloons (except as permitted under a sign program (see Section 17.36.020.H), spinners, strings of flags and/or pennants, feather banners, fixed aerial displays, streamers, tube signs, or other devices affected by the movement of the air or other atmospheric or mechanical means;
 4. Signs affixed to trucks, automobiles, trailers, or any other vehicle that advertise, identify or provide direction to a use or activity not related to its lawful use for making deliveries, the sale of merchandise, or rendering services from such vehicles;
 5. The parking of delivery, sales, or service vehicles in an off-site location, or on-site within a parking lot adjacent to a public street, for the purpose of advertising;
 6. Any sign which advertises a business no longer in existence or a product or service no longer being sold, except iconic signs;
 7. Any temporary sign, other than those signs allowed pursuant to Section 17.36.060 (Standards for Temporary Signs);
 8. Stuffed or inflated animals, mannequins, or characters used as signs, or as support features;
 9. A-frame signs;
 10. Human signs;
 11. Any sign containing "harmful matters" as defined by Chapter 9.09 (Display of Matter Harmful to Minors); and
 12. Any other signs not specifically allowed by the provisions of this Chapter.
- B. Location Restrictions. Except where specifically authorized in this Chapter, signs may not be placed in the following locations:
1. Within, on, or projecting over public property including City rights-of-way;
 2. Any location that obstructs the view of any authorized traffic sign, signal, or other traffic control device;
 3. Street Intersections. No sign shall be located within 25 feet from the intersection of public streets within a corner cut-off area measured from the corner of the intersecting property lines, unless the sign is less than 42 inches in height, or greater than eight feet clearance is provided to the bottom of the sign, as measured from the top of the nearest curb in the adjacent right-of-way. The supporting structure(s) of a sign exceeding eight feet in height shall not present a visible obstruction exceeding 12 inches in width.
 4. Private Driveways. No sign shall be located within 15 feet from the intersection of a property line and a private driveway or alley, unless the sign is less than 42 inches in height, or greater than eight feet clearance is provided to the bottom of the sign, as measured from the top of the nearest curb in the adjacent right-of-way. The supporting structure(s) of a sign exceeding eight feet in height shall not exceed 12 inches in width. See Figure 17.36.030.A (Corner Cut Off Area at Intersections and Driveways).

Figure 17.36.030.A
CORNER CUT OFF AREA AT INTERSECTIONS AND DRIVEWAYS



5. Areas allowing for ingress to or egress from any door, window, vent, exit way, valves used for fire suppression or emergency water shut off, or fire lanes required by the Building Code or Fire Department regulations currently in effect;
6. Off the premises of the business to which the sign refers, except as provided in Section 17.36.060 (Standards for Temporary Signs);
7. On fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for a manufacturer's or installer's identification, appropriate warning signs and placards, and information required by law;
8. Areas where a sign would cover the architectural features of a building, such as dormers, insignias, pilasters, soffits, transoms (except when authorized by Historic Preservation Design Standards for Old Towne), trims, or another architectural feature;
9. Areas where a sign may be affected by landscaping maintenance, or sprayed by irrigation;
10. Tacked, painted, burned, cut, pasted, or otherwise affixed to trees, rocks, light and utility poles, posts, fences, ladders, benches, or similar supports that are visible from a public way; and
11. On the roof of a building or structure, except as permitted in Subsection 17.36.050.D.10 (Roof-Mounted Signs).

C. Display Restrictions. This Section regulates the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that mar the natural and architectural aesthetics of the City. Signs with the following display features are prohibited:

1. Animated features which rotate, move, or give the appearance of moving by mechanical, wind, or other means. Barber poles no more than three feet in height and 10 inches in diameter and clocks are excepted from this restriction;
2. Sound, odor, or any particulate matter including bubbles, smoke, fog, confetti, or ashes;

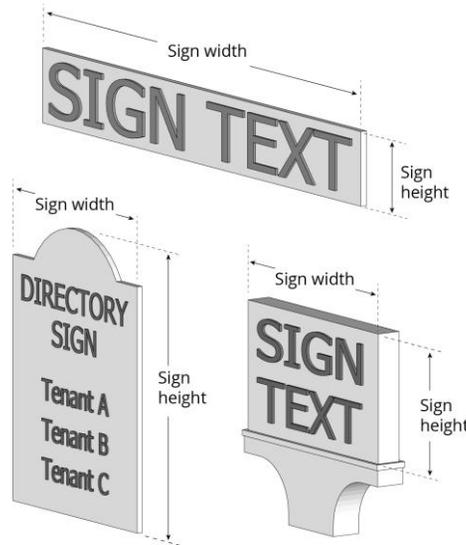
3. Lighting devices with intermittent, flashing, rotating, blinking or strobe light illumination, animation, motion picture, or laser or motion picture projection, or any lighting effect creating the illusion of motion, as well as laser or hologram lights;
 4. An exposed light source, except for neon or single- or two-color LED signs incorporated into the design of a permanent window sign, or neon incorporated into a sign in compliance with the requirements of Subsection 17.36.040.C. (Sign Illumination Standards);
 5. Search lights or laser light displays when used as attention-attracting devices;
 6. Surfaces that reflect light by means of a glossy, polished, or mirrored surface;
 7. Internally illuminated signs with a directly exposed light source and neon signs, except as may be allowed pursuant to the structure and installation standards of Section 17.36.040 (General Requirements for All Signs) or as allowed through an approved sign program;
 8. Strings of lights arranged in the shape of a product, arrow, or any message, except when used for temporary lighting for decoration.
- D. Mobile Billboards. No person shall park or convey any mobile billboard advertising display, either standing alone or attached to a motor vehicle, upon any public rights-of-way or private property visible to the public in the City.
1. Exception for Permanent Advertising Signs. Pursuant to Section 21100 of the California Vehicle Code, this Section does not apply to advertising signs that are permanently affixed in a manner that is painted or wrapped directly upon the body of a motor vehicle.
 2. Removal Authorized. Pursuant to Section 22651 of the California Vehicle Code, any employee of the City who is authorized to engage in enforcing traffic and parking laws may remove a mobile billboard, or anything the mobile billboard is attached to, including a motor vehicle, located within the territorial limits of the City when the mobile billboard is found upon any public street or any private property visible to the public, if all of the following requirements are met:
 - a. First Violation. The City is required to issue a warning notice or citation to the registered owner stating that he or she may be subject to penalties that include removal of the vehicle or display. This warning notice or citation shall be issued for at least 24 hours before a City employee is authorized to remove the vehicle or display.
 - b. Previous Violation. If the registered owner of the vehicle or display was previously issued a warning notice or citation for the same offence, the City is not required to provide further notice for a subsequent violation before a City employee is authorized to remove the vehicle or display.
 3. Post-Storage Impound Hearing. Pursuant to Section 22852 of the California Vehicle Code, whenever removal of a mobile billboard has been authorized, the City shall provide the vehicle's registered owner, or their agent, with the opportunity for a post-storage impound hearing to determine the validity of the removal. Notice of the storage shall be mailed or personally delivered to the registered and legal owner within 48 hours, excluding weekends. To receive a post-storage impound hearing, the registered owner shall request a hearing in person, in writing, or by telephone within 10 days of the date appearing on the notice. The City may authorize an officer to conduct the hearing as long as the hearing officer is not the same employee who directed the storage of the vehicle.
 4. Violation – Penalties. A violation of this Section shall be penalized pursuant to the provisions of Section 1.08.010 (Violations – Misdemeanor or Infraction). Violations of

this Section shall be considered Zoning Code violations and not parking violations.

17.36.040 - General Requirements for All Signs.

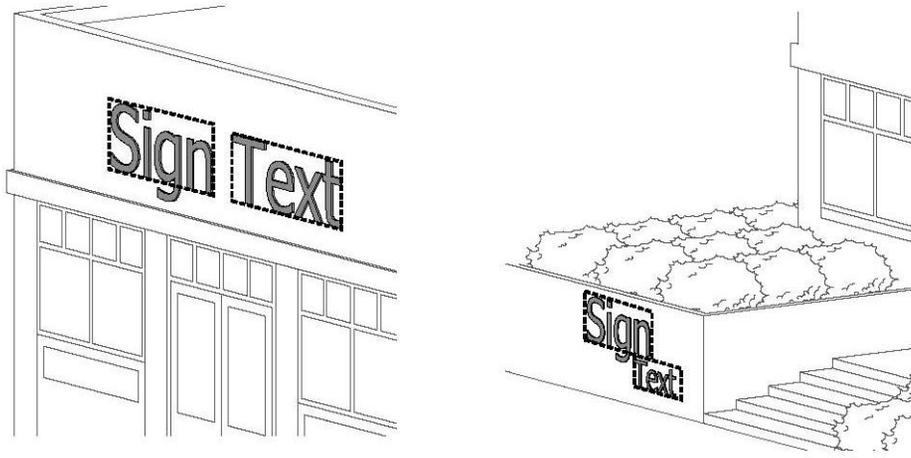
- A. Sign Message. Any permitted sign may contain, in lieu of any other message or copy, any lawful non-commercial message, so long as the sign complies with the size, height, area, location, and other requirements of this Chapter.
- B. Rules of Measurement.
 - 1. Sign Area Measurements. Sign area is measured as follows:
 - a. Signs on Background Panel. Where the sign copy is mounted, affixed, or painted on a background panel or distinctively painted, textured, or constructed surface, the sign area is measured as the sum of the smallest rectangle(s) that will enclose both the sign copy and the background, as shown in Figure 17.36.040.A.

Figure 17.36.040.A
SIGN AREA FOR SIGNS ON BACKGROUND PANEL



- b. Signs with Individual Letters. Where the sign has individual letters or graphics mounted against a wall, fascia, mansard, parapet, or other building surface that has not been distinctively painted, textured or constructed as a background panel, the sign area is measured as a sum of the smallest rectangle(s) that will enclose each word and each graphic in the total sign except for the descending elements of lower case letters, as shown in Figure 17.36.040.B.

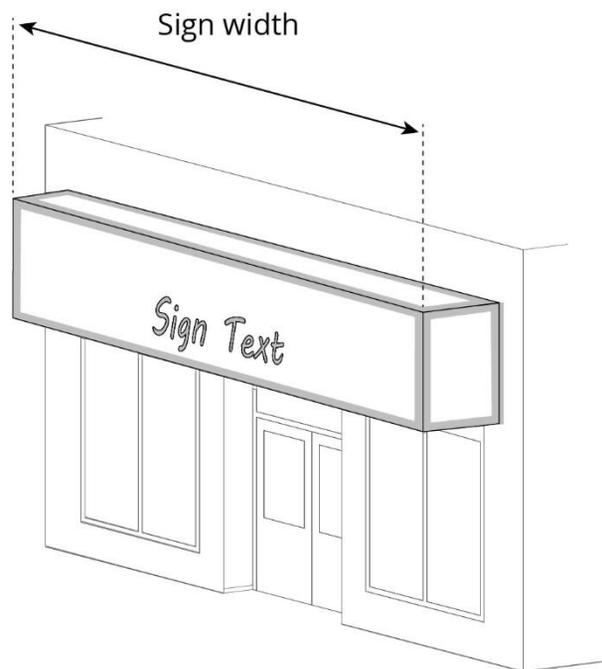
Figure 17.36.040.B
SIGN AREA FOR SIGNS WITH INDIVIDUAL LETTERS



- c. Signs on Illuminated Surfaces. Where the sign is mounted, affixed, or painted on an illuminated surface or illuminated element of a building or structure, the sign area is measured as the entire illuminated surface or illuminated element, which contains sign copy, as shown in Figure 17.36.040.C.

Figure 17.36.040.C

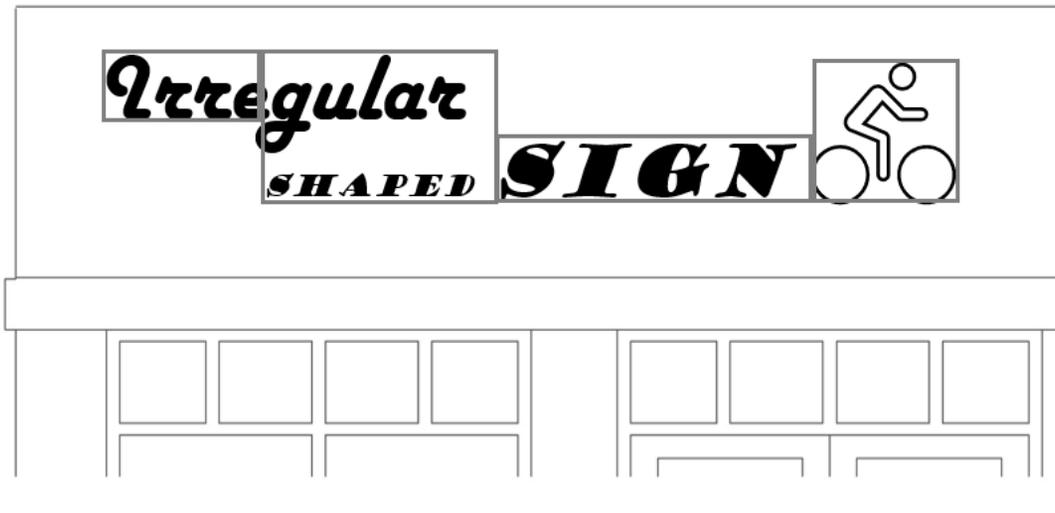
SIGN AREA FOR SIGNS ON ILLUMINATED SURFACES



- d. Irregular Shaped Signs. Sign area for irregular shaped signs is determined by dividing the sign into rectangles as shown in Figure 17.36.040.D.

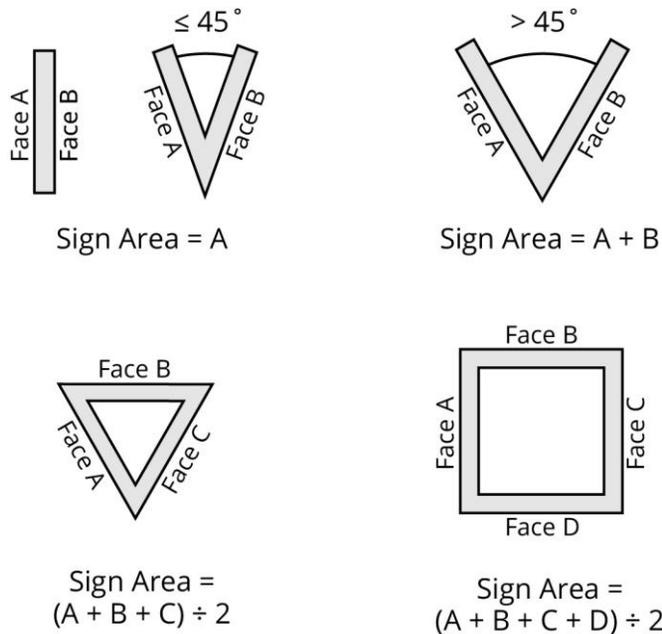
Figure 17.36.040.D

SIGN AREA FOR IRREGULAR SHAPED SIGNS



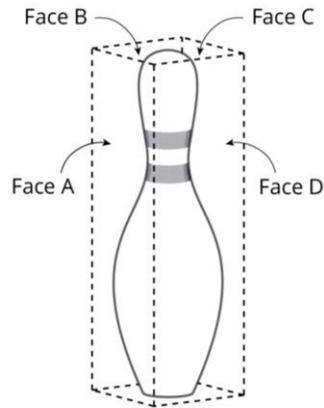
- e. Multi-Face Signs. The sign area for multi-face signs, as shown in Figure 17.36.040.E, are measured as follows:
- i. Two-Face Signs. Where the interior angle between the two sign faces is 45 degrees or less and the sign faces are less than 42 inches apart, the sign area is measured as the area of one sign face only. Where the angle between the two sign faces is greater than 45 degrees, the sign area is the sum of the areas of the two sign faces.
 - ii. Three- or Four-Face Signs. The allowable sign area is measured as 50 percent of the sum of the areas of all sign faces.

Figure 17.36.040.E
SIGN AREA FOR MULTI-FACE SIGNS



- f. Spherical, Free-Form, or Sculptural Signs. The sign area is measured by encasing the longest portion of the sign with four dimensionally-equal lines, and the shortest portion of the sign with at least two dimensionally-equal lines to form a cuboid. The sign area is 50 percent of the sum of the areas between the longest four dimensionally-equal lines encompassing the cuboid, as shown in Figure 17.36.040.F.

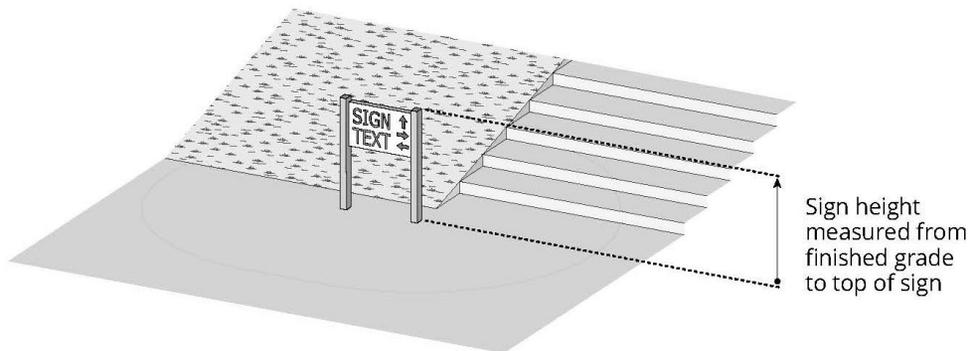
Figure 17.36.040.F
SIGN AREA FOR SPHERICAL, FREE-FORM, OR SCULPTURAL SIGNS



$$\text{Sign Area} = (A + B + C + D) \div 2$$

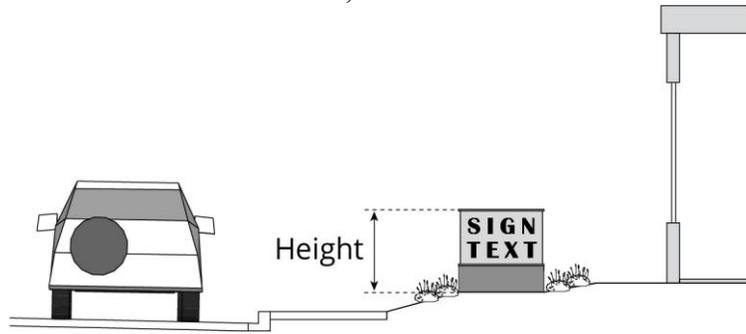
- g. Numerals and letters of a size required by the City's Building Security Ordinance, Building Code, Fire Code, or site development entitlement used to identify an address are not included in the determination of sign area.
2. Sign Height Measurement. Sign height for freestanding signs is measured as the vertical distance from the finished grade to the top of the sign, exclusive of any filling, berming, mounding or landscaping solely for the purpose of locating the sign as shown in Figure 17.36.040.G, excluding decorative embellishments as permitted by the provisions of this Section.

Figure 17.36.040.G
FREESTANDING SIGN HEIGHT



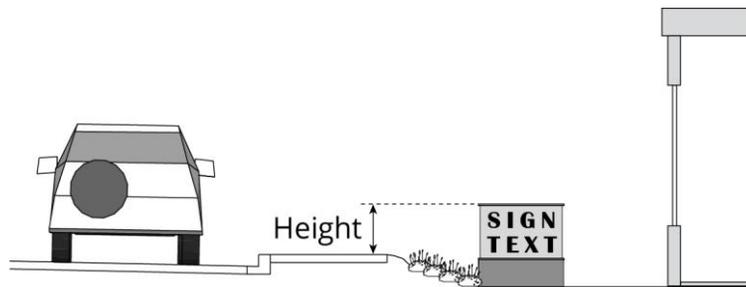
- a. Higher Than Adjacent Grade. Where the natural grade at the base of a sign is higher than the grade of the adjacent road, sign height is measured from the base of the sign, as shown in Figure 17.36.040.H.

Figure 17.36.040.H
 FREESTANDING SIGN HEIGHT, HIGHER THAN ADJACENT GRADE



- b. Lower Than Adjacent Grade. Where the natural grade at the base of a sign is lower than the grade of an adjacent road, the height of the sign is measured from the top of curb elevation, as shown in Figure 17.36.040.I.

Figure 17.36.040.I
 FREESTANDING SIGN HEIGHT, LOWER THAN ADJACENT GRADE



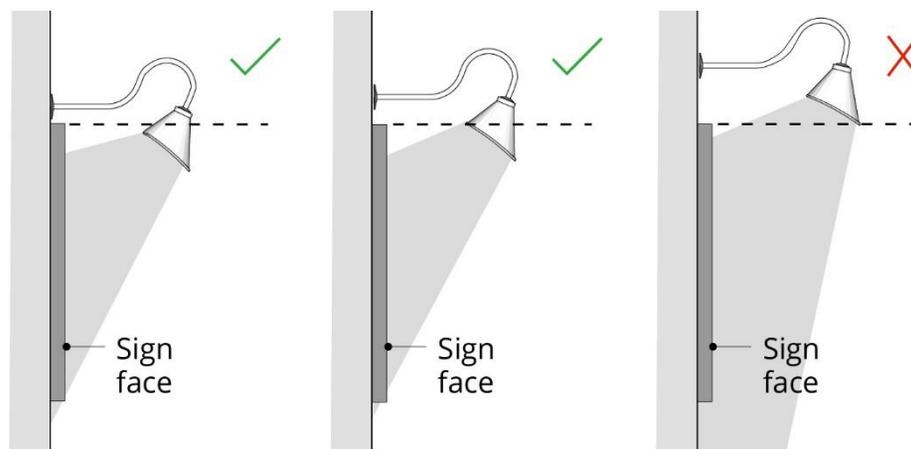
- C. Sign Illumination Standards. All allowed permanent signs may be non-illuminated, illuminated by internal light fixtures, halo illuminated, or illuminated by external indirect illumination, unless otherwise specified. Illumination is not permitted for single-family residences or duplexes, unless otherwise required by City regulation.
 - 1. Internal Illumination. Internally illuminated signs include cabinet signs, single- or two-color LED signs, signs constructed with pan channel letters, or indirect halo illuminated channel letters on an unlit or otherwise indistinguishable background on a freestanding sign or building wall.
 - a. To minimize glare, internally illuminated signs such as cabinet signs shall either be constructed with an opaque background and translucent text and symbols, or with a colored (not white, off-white, light gray, or cream) background and generally lighter text and symbols as shown in Figure 17.36.040.J.

Figure 17.36.040.J
 INTERNAL ILLUMINATION

Light Background Not Allowed	Colored Background Allowed	Opaque Background Allowed
RESTAURANT CAFE	GAS STATION	HOTEL

- b. Cabinet signs may be used only in the Commercial, Office Professional, Mixed-Use, Public Institutional, and Industrial Sign Districts identified in Table 17.36.020.C (Required Permits for All Signs by Sign District), provided the illumination intensity does not exceed 0.5 foot candles at the property line.
 - c. All other internally illuminated sign types shall not produce an illumination intensity greater than or equal to 0.25 foot candles at the nearest property line.
 - d. The illumination level of an internally illuminated sign shall be reduced if the Community Development Director determines the light output to be excessive. The Community Development Director shall use the following criteria to determine if the illumination is excessive:
 - i. It is substantially greater than the illumination level of other nearby signs;
 - ii. It interferes with the visibility of other signs or with the perception of objects or buildings in the vicinity of the sign;
 - iii. It directs glare toward streets or motorists;
 - iv. It adversely impacts nearby residents or neighborhoods; or
 - v. It reduces the nighttime readability of the sign.
2. External Illumination.
- a. Externally illuminated signs shall be illuminated only with steady, stationary, fully-shielded light sources directed solely onto the sign without causing glare.
 - b. The light source for externally illuminated signs shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties as illustrated in Figure 17.36.040.K.

**Figure 17.36.040.K
EXTERNAL ILLUMINATION**



Permitted

Permitted

Not permitted

3. Direct Illumination. Direct illumination is limited to marquee signs.
- a. Direct illumination is limited to letters, numbers, symbols and accents on the marquee sign.
 - b. Exposed lamps may only be animated to create an effect of patterned illusionary movement provided the alternate or sequential activation of illuminated elements occurs on a cycle that exceeds two seconds.

4. Neon and Single-Color or Two-Color LED Signs.
 - a. Exposed neon sign lighting on permanent signs and single-color or two-color LED signs are only permitted in the Commercial, Mixed-Use, Historic Overlay, and Industrial Sign Districts identified in Table 17.36.020.B (Sign Districts Established).
 - b. Neon signs placed in a window are counted toward the total aggregate area for all window signs.
 - c. Single-color or two-color LED signs are exempt from the sign area limitations for wall signs and window signs established in Table 17.36.050.K (Standards for Wall Signs) and Table 17.36.050.L (Standards for Window Signs).
 - d. Any individual single-color or two-color LED sign shall not exceed four square feet in area.
5. Electronic Message Signs.
 - a. One electronic message sign may be allowed, subject to **Design Review Committee** approval, for sites greater than or equal to two acres, in the Single-Family Residential and Duplex, Commercial, Office Professional, Mixed-Use, and Public Institutional Sign Districts, and for institutional uses in all districts.
 - b. Electronic message signs are limited to wall signs and monument signs, with standards established in in Table 17.36.050.K (Standards for Wall Signs), and Table 17.36.050.R (Standards for Monument Signs).
 - c. Electronic message signs shall not flash, blink, flutter, include intermittent or chasing lights, or display video messages (i.e., any illumination or message that is in motion or appears to be in motion). Electronic message signs may display changing messages provided that each message is displayed for no less than four hours.
 - d. Night-time Brightness.
 - i. Electronic message signs shall be equipped with photocell technology to control and vary the intensity of light output depending on the amount of ambient light that is present to prevent overly bright luminance at night. Automatic controls shall limit night luminance to a maximum of 100 nits when the display is set to show maximum brightness in 100 percent full white mode.
 - ii. The applicant shall provide with the building permit application a written certification from the sign manufacturer that the nighttime luminance has been factory pre-set not to exceed 100 nits as described in paragraph d.i. above, and that this setting is protected from end-user modification by password-protected software or other method as deemed appropriate by the Building Official.
6. Changeable Sign Copy. Changeable sign copy shall comply with the following standards:
 - a. The maximum area of changeable sign copy is limited to only marquee signs, wall signs and monument signs as established in Table 17.36.050.F (Standards for Marquee Signs), Table 17.36.050.K (Standards for Wall Signs), and Table 17.36.050.R (Standards for Monument Signs). This does not apply to any signs required by law.
 - b. The changeable sign copy shall be an integral part of a permanent building-mounted or freestanding sign.

- c. Changeable sign copy may be non-illuminated or internally illuminated.
- D. Structure and Installation. The construction of signs shall be enforced and administered by the Building Official. All signs and advertising structures shall be designed to comply with the provisions of this Chapter and applicable provisions of the Building and Electrical Codes and constructed to withstand wind loads, dead loads, and lateral forces.
1. Any angle iron, bracing, guy wires, or similar features used to support a sign shall not be visible to the extent technically feasible.
 2. Where electrical service is provided to freestanding signs or landscape wall signs, all such electrical service shall be placed underground and concealed. Electrical service to building mounted signs, including conduit, housings, and wire, shall be concealed or, when necessary, painted to match the surface of the structure upon which they are mounted. A building permit shall be issued prior to installation of any new signs requiring electrical service.
 3. All permanent signs allowed by this Chapter shall be constructed of durable materials capable of withstanding continuous exposure to the elements and the conditions of a built-up environment, and shall be permanently attached to the ground, a building or another structure by direct attachment to a rigid wall, frame, or structure.
 4. Raceway cabinets, as illustrated in Figure 17.36.040.L, shall only be used in building mounted signs when access to the wall behind the sign is not feasible, or when the Community Development Director determines that a benefit exists to preserve a historic or architectural feature of a building. In such cases, the raceway cabinet shall not extend in width and height beyond the area of the sign and shall match the color of the building to which it is attached. Where a raceway cabinet provides a contrast background to sign copy, the colored area is counted in the total allowable sign area allowed for the site or business.

Figure 17.36.040.L
EXAMPLES OF RACEWAY CABINETS



- E. Sign Maintenance. All signs shall be maintained by any property owner, lessor, lessee, manager, agent, or other person having lawful possession or control over a sign, building, structure, or parcel of land, in a condition or state of equivalent quality to which was approved or required by the City.
1. All signs together with their supports and appurtenances shall be maintained in good structural condition, in compliance with applicable Building and Electrical Codes, and in conformance with this Chapter. Maintenance of a sign includes periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts of a

sign, and any other activity necessary to restore the sign so that it continues to comply with the requirements and contents of the sign permit issued for its installation and provisions of this Chapter.

2. Landscape Maintenance. Required landscaped areas contained by a fixed border, curbed area, wall, or other perimeter structure shall receive regular repair and maintenance. Plant materials that do not survive after installation in required landscape areas are required to be replaced within three months of the plant's demise. Irrigation sprinklers shall be positioned so that overspray from the sprinklers is directed away from the base of freestanding signs.
- F. Removal of Unused Signs. Any vacant and/or unused sign support structures, angle irons, or other remnants of old signs which are not currently in use or proposed for immediate reuse evidenced by a permit application for a permitted sign, shall be removed. When a building mounted sign is removed, the wall shall be repaired and restored to its original condition. When a freestanding sign is removed, all supports including the footings shall be removed and the area shall be finished to match the contiguous landscape or surfaced area.

17.36.050 - Standards for Permanent Signs.

- A. Applicability. This Section establishes the standards for permanent signs. Standards for each allowed sign type are provided in tables in Subsection 17.36.050.D (Standards for Permanent Building-Mounted Signs) and Subsection 17.36.050.E (Standards for Permanent Freestanding Signs). All permanent signs shall comply with the standards for sign area, height, number, type, and other requirements provided in these tables. A sign type not specifically included in this Section may be allowed by the Community Development Director provided the sign meets the intent of the zoning district in which it is proposed.
- B. Allowed Sign Types by Sign District. Table 17.36.020.C (Required Permits for All Signs by Sign District) establishes which sign types are allowed in each Sign District, and what permit each requires. Any combination of allowed sign types may be used within a given Sign District, unless specifically prohibited.
- C. Sign Design Standards. General sign design standards applicable to all permanent signs are established in the City of Orange General Sign Design Standards.
- D. Standards for Permanent Building-Mounted Signs. Standards for each building-mounted sign type are provided in tables with a supporting illustrative drawing of each sign type. The tables also provide standards applicable in specific Sign Districts, where necessary.
 1. Maximum Total Sign Area for Building-Mounted Signs. The maximum total sign area for all building mounted signs is established in Table 17.36.050.K (Standards for Wall Signs). The cumulative area of all building-mounted signs is included in the maximum total sign area for wall signs, except when specifically exempted.
 2. Permitting Requirements. Table 17.36.020.A (Review Authority) establishes the review authority and Table 17.36.020.B (Required Permits for All Signs by Sign District) establishes the permits needed for each sign type.

3. Awning Signs. Awning signs shall comply with the standards provided in Table 17.36.050.A.

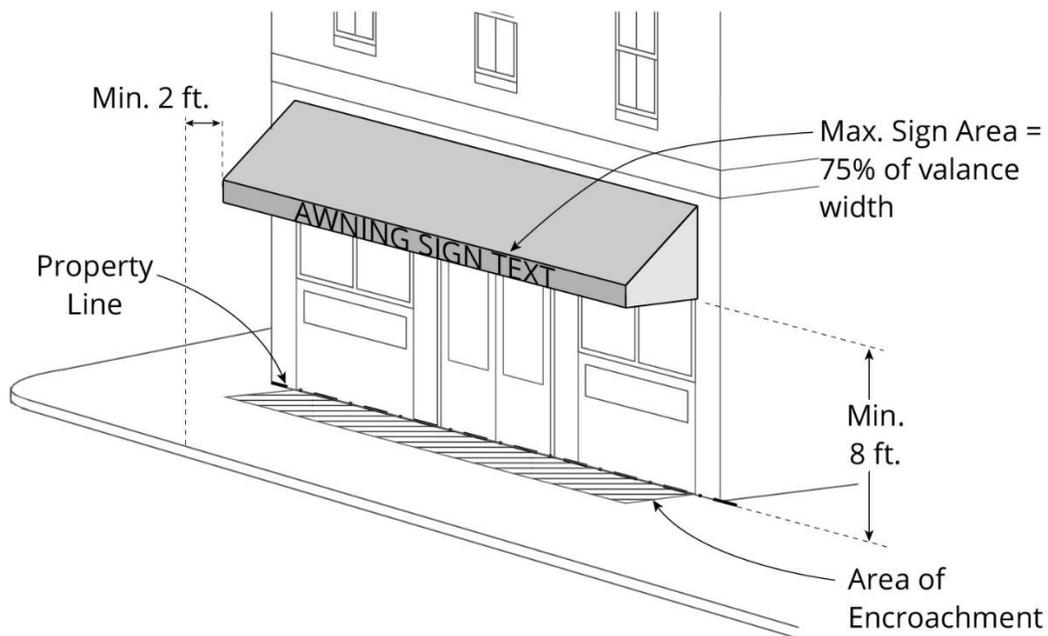
Table 17.36.050.A
STANDARDS FOR AWNING SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	1 square foot per linear foot of awning width.
<i>Mounting Height</i>	Minimum 8 feet from the bottom of the awning to the nearest grade or sidewalk.
<i>Sign Placement</i> ¹	Shall be centered on the valance of the awning only. The height of the valance shall be proportional to the awning and building. Only placed above the doors and windows of the ground floor and second floor of a building. Awnings shall not project above, below, or beyond the edges of the face of the building wall or an architectural element on which they are located. Sign width shall not be greater than 75% of the width of the valance on which it is displayed. ²
<i>Maximum Sign Copy Height</i>	9 inches.
<i>Minimum Horizontal Clearance</i>	2 feet from face of a curb, unless otherwise approved by the Director of Public Works.
<i>Illumination</i>	Non-illuminated.

End Notes:

¹ No awning shall encroach into public right-of-way unless approved by the Director of Public Works.

² If an awning is placed on multiple store fronts, each business is permitted signage no greater than 60% of the store width or tenant space.



4. Blade Signs. Blade signs shall comply with the standards provided in Table 17.36.050.B.

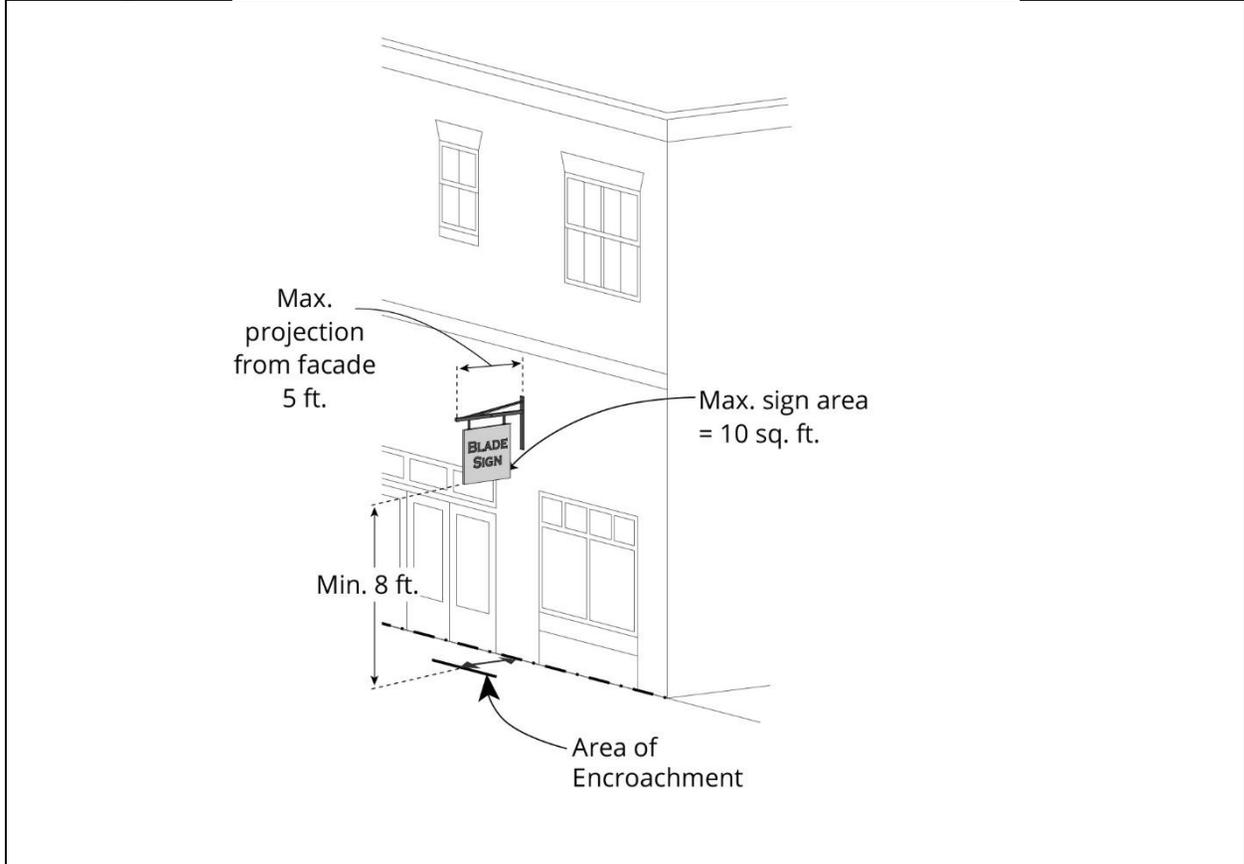
Table 17.36.050.B
STANDARDS FOR BLADE SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	10 square feet.
<i>Mounting Height</i>	Minimum 8 feet from the bottom of the sign to the nearest grade or sidewalk. Shall be mounted perpendicular to the building face or corner of the building.
<i>Sign Placement</i> ¹	If mounted below the underside of a walkway or overhead structure, shall not extend beyond the edge of the structure on which it is located.

Standard	Requirements
<i>Maximum Projection</i>	5 feet from the building façade but shall not be within 2 feet from the face of a curb unless otherwise approved by the Director of Public Works.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.

End Notes:

¹ Blade signs shall not encroach into public right-of-way unless approved by the Director of Public Works.



5. Canopy Signs. Canopy signs shall comply with the standards provided in Table 17.36.050.C.

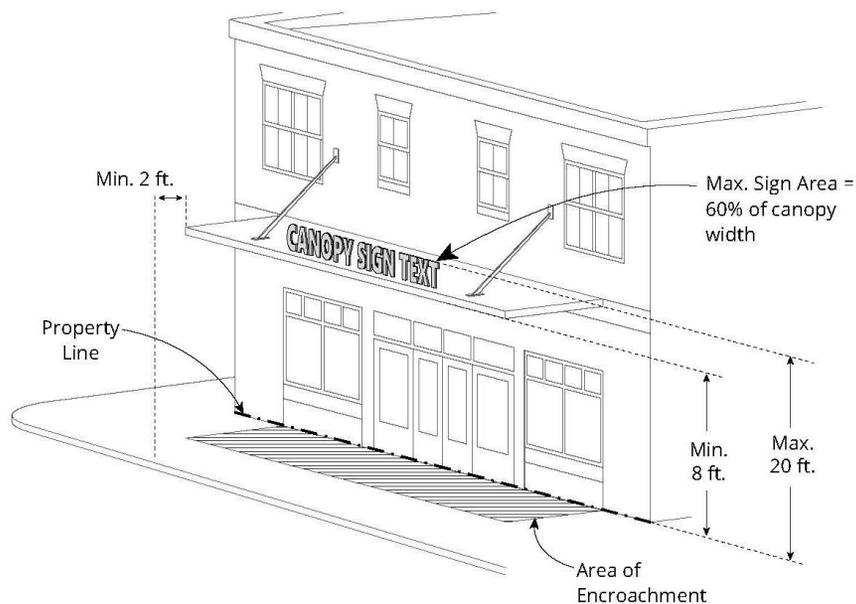
Table 17.36.050.C
STANDARDS FOR CANOPY SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	1 square foot per linear foot of canopy width.
<i>Sign Mounting Height</i>	Minimum of 8 feet from the bottom of the canopy to the nearest grade or sidewalk; Maximum 20 feet to the top of the sign.
<i>Sign Placement</i> ¹	Shall be placed above the doors and windows of the ground floor of a building.
<i>Maximum Sign Width</i>	60% of the width of the canopy on which it is displayed. ²
<i>Minimum Horizontal Clearance</i>	2 feet from the face of a curb, unless otherwise approved by the Director of Public Works.
<i>Illumination</i>	Non-illuminated, internal illumination or external illumination.

End Notes:

¹ Canopy signs shall not encroach into public right-of-way unless approved by the Director of Public Works.

² If canopy is placed across multiple store fronts, each business is permitted signage no greater than 60% of the store width or tenant space.

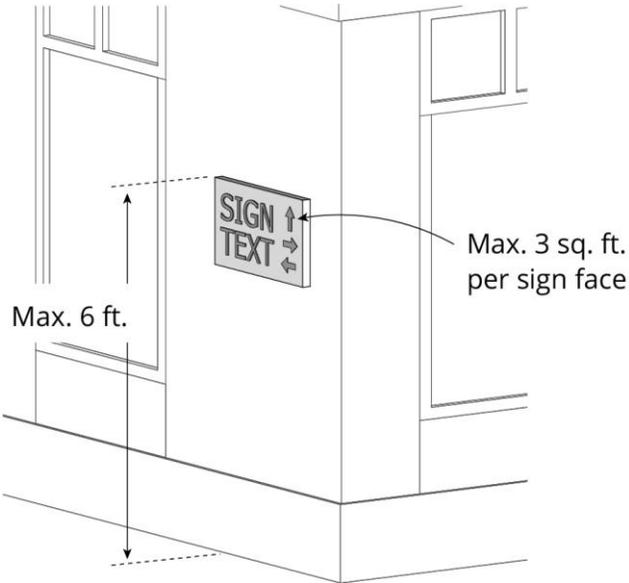


6. Directional Signs (Building-Mounted). Directional signs shall comply with the standards provided in Table 17.36.050.D.

Table 17.36.050.D

STANDARDS FOR DIRECTIONAL SIGNS (Building-Mounted)

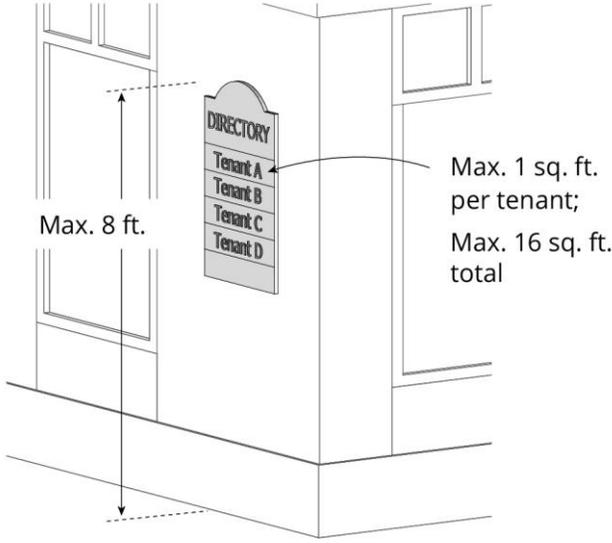
Standard	Requirements
<i>Maximum Sign Area</i>	3 square feet. Excluded from the total allowable sign area for all building-mounted signs.
<i>Maximum Mounting Height</i>	6 feet from nearest grade.
<i>Maximum Number of Signs</i>	3 per lot; 1 at each driveway or drive-through lane, or alley.
<i>Illumination</i>	Non-illuminated or internal illumination.

Standard	Requirements
	

7. Directory Signs (Building-Mounted). Directory signs shall comply with the standards provided in Table 17.36.050.E.

Table 17.36.050.E
STANDARDS FOR DIRECTORY SIGNS (Building-Mounted)

Standard	Requirements
<i>Maximum Sign Area</i>	1 square foot per occupant of tenant space; total area 16 square feet. Excluded from the total allowable sign area for all building-mounted signs.
<i>Maximum Mounting Height</i>	8 feet from nearest grade.
<i>Maximum Number of Signs</i>	1 per primary building entrance.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.

	
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8. Marquee Signs. Marquee signs shall comply with the standards provided in Table 17.36.050.F.

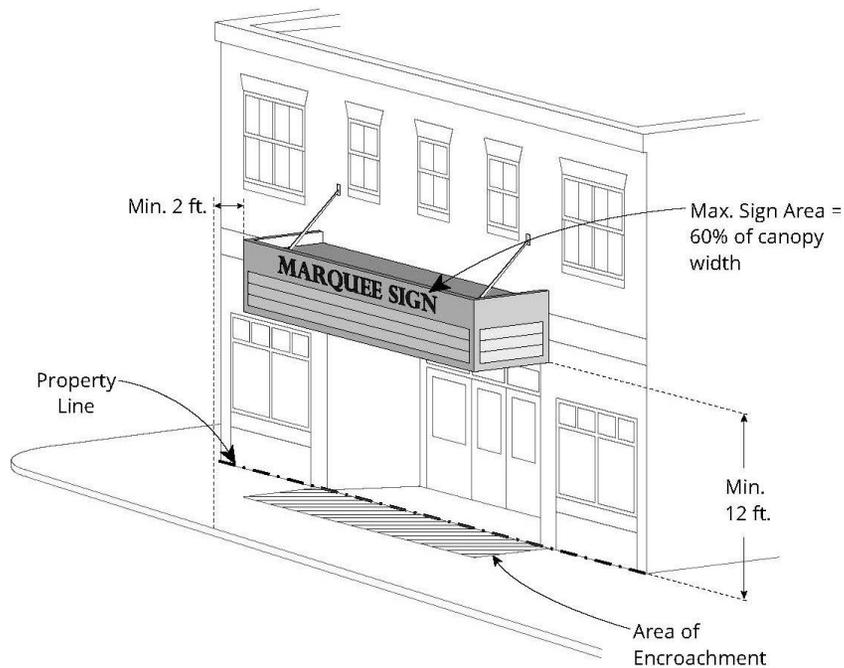
Table 17.36.050.F
STANDARDS FOR MARQUEE SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	1 square foot per linear foot of marquee width.

Standard	Requirements
<i>Minimum Mounting Height</i>	12 feet from the bottom of the sign to the nearest grade or sidewalk.
<i>Maximum Number of Signs</i>	1 per business.
<i>Minimum Horizontal Clearance</i>	2 feet from the face of a curb, unless otherwise approved by the Director of Public Works.
<i>Illumination</i>	Non-illuminated, internal illumination, or direct illumination.
Special Provisions	Requirements
<i>Changeable Copy Signs</i>	Maximum sign area is 60% of the total allowable marquee sign area. Allowed only as an integral part of a marquee sign. Non-illuminated or internal illumination.

End Notes:

¹ Marquee signs shall not encroach into public right-of-way unless approved by the Director of Public Works.



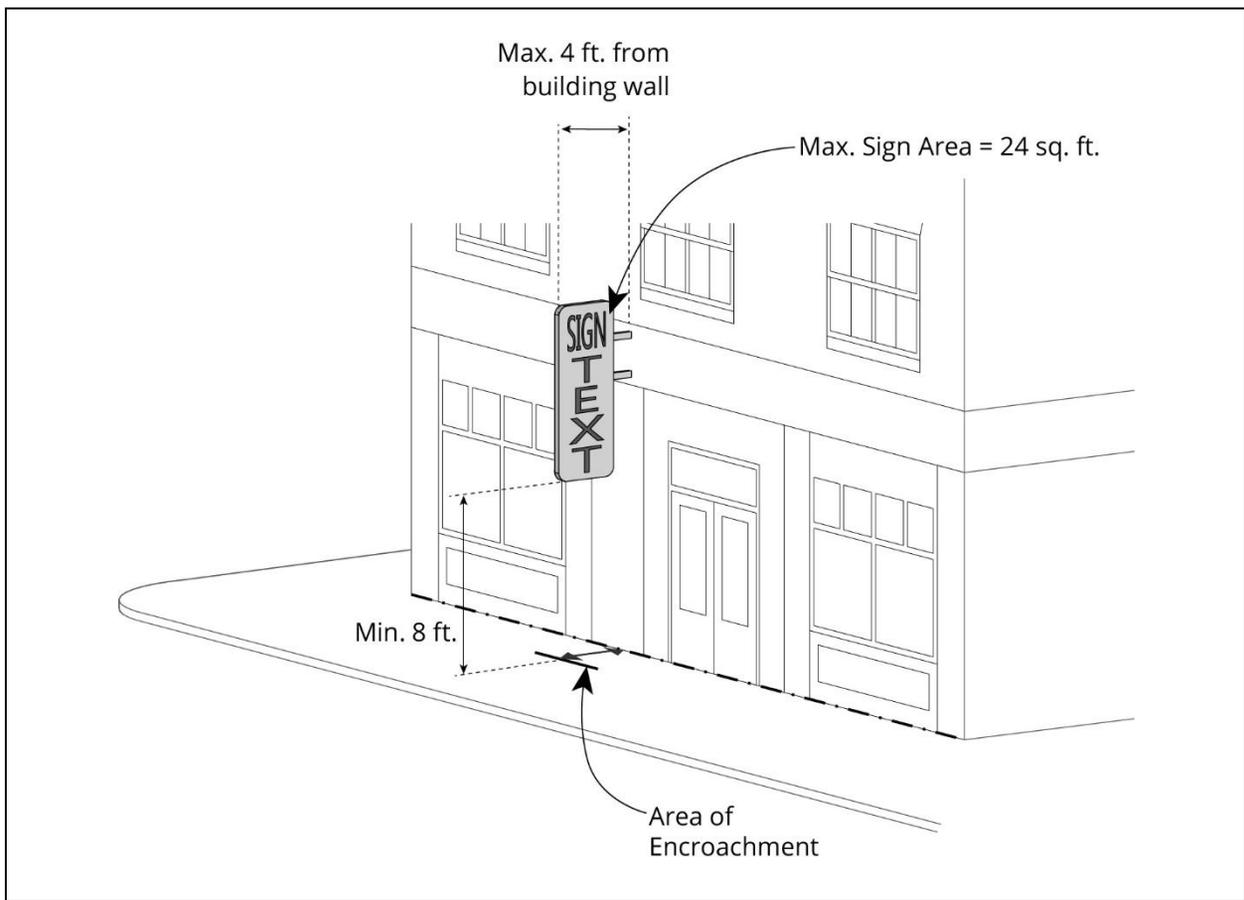
9. Projecting Signs (Building-Mounted). Projecting signs shall comply with the standards provided in Table 17.36.050.G.

Table 17.36.050.G
STANDARDS FOR PROJECTING SIGNS (Building-Mounted)

Standard	Requirements
<i>Maximum Sign Area</i>	24 square feet.
<i>Maximum Mounting Height</i>	8 feet from the bottom of the sign to the nearest grade or sidewalk.
<i>Sign Placement</i> ¹	Only on the wall of a building and the attachment point shall not project above the plate line.
<i>Maximum Number of Signs</i>	1 per business.
<i>Maximum Projection</i>	4 feet from the building wall to the outer edge of the sign, and no closer than 2 feet to a property line.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.
Standards for the Mixed-Use Sign District	
<i>Maximum Sign Area</i>	Determined based on the standards for wall sign area (see Table 17.36.050.K). Included in the total allowable sign area for all wall signs. May be distributed on any building elevation as specified in the sign program.

End Notes:

¹ Projecting signs shall not encroach into public right-of-way unless approved by the Director of Public Works.



10. Roof-Mounted Signs. Roof-mounted signs shall comply with the standards provided in Table 17.36.050.H.

Table 17.36.050.H
STANDARDS FOR ROOF-MOUNTED SIGNS

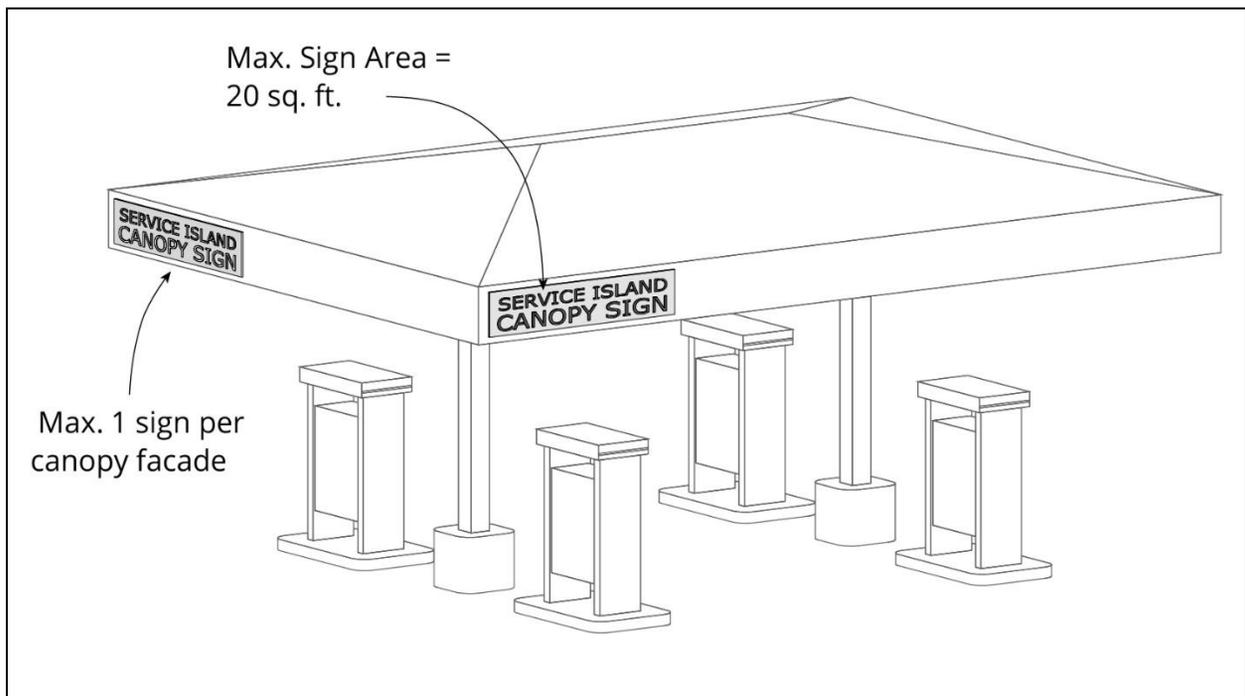
Standard	Requirements
<i>Maximum Sign Area</i>	Refer to the standards for wall signs, Table 17.36.050.K. Sign width shall not be greater than 50% of the width of the roof or mansard on which it is displayed.
<i>Maximum Mounting Height</i>	Same as the maximum building height established for the zoning district and as approved by the Review Authority.
<i>Sign Placement</i>	Hip roof: Only placed on the lowest 1/3 of the slope of the roof. Mansard roof: Only placed on the lowest 1/2 of the slope of the roof. Above a mansard roof or parapet: Sign lettering shall have a minimum depth of 6 inches to convey a three-dimensional appearance. Shall be limited to the major tenant(s) in a shopping center. Signs for individual tenants in multi-tenant centers shall be centered above the tenant space and only mounted on a mansard roof.
<i>Maximum Number of Signs</i>	1 per business. For corner sites, 1 per frontage.
<i>Installation</i>	Shall be installed to minimize the structural supports of the sign. Angle irons, guy wires, braces, or other secondary supports shall appear to be an integral part of the roof or roof sign.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.

Standard	Requirements
	<p>Min. 6" depth for sign letters</p> <p>Lowest 1/2 of mansard roof slope</p> <p>Lowest 1/3 of hip roof slope</p> <p>SIGN TEXT</p> <p>SIGN TEXT</p>

11. Service Island Canopy Signs. Service island canopy signs shall comply with the standards provided in Table 17.36.050.I.

Table 17.36.050.I
STANDARDS FOR SERVICE ISLAND CANOPY SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	20 square feet per sign; 80 square feet per canopy.
<i>Maximum Number of Signs</i>	1 per canopy façade.
<i>Sign Placement</i>	Sign shall be located on the canopy fascia, without projection.
<i>Illumination</i>	Non-illuminated or internal illumination.



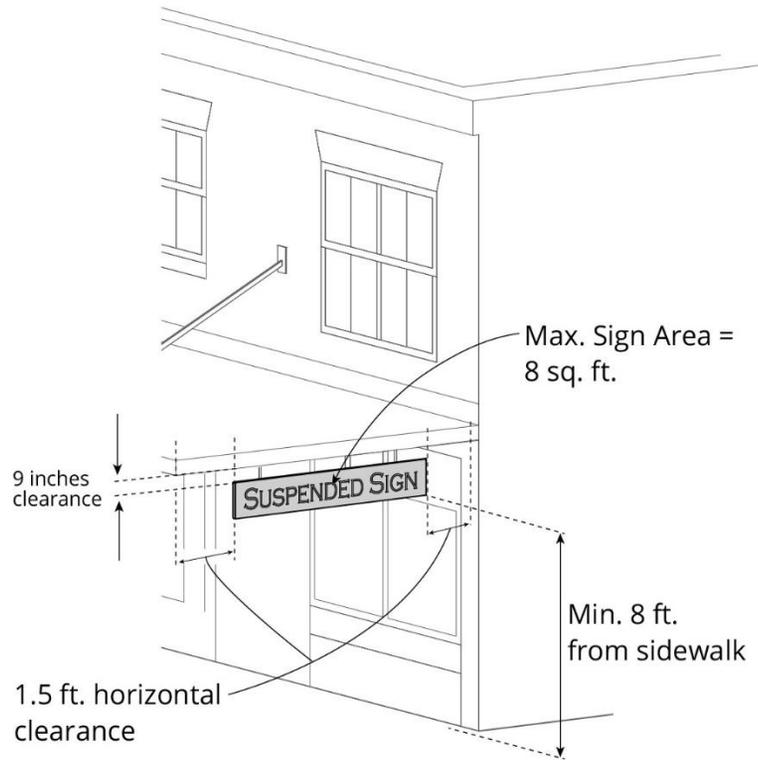
12. Suspended Signs. Suspended signs shall comply with the standards provided in Table 17.36.050.J.

Table 17.36.050.J
STANDARDS FOR SUSPENDED SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	8 square feet.
<i>Minimum Mounting Height</i>	8 feet from the bottom of the sign to the nearest grade/sidewalk.
<i>Sign Placement</i>	Shall be on or immediately adjacent to the business the sign identifies. Shall have horizontal clearance on each hanging surface end of 1.5 feet and clearance from the top of 9 inches.
<i>Maximum Number of Signs</i>	1 per business.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.

Standard

Requirements



13. Wall Signs. Wall signs shall comply with the standards provided in Table 17.36.050.K.

Table 17.36.050.K
STANDARDS FOR WALL SIGNS

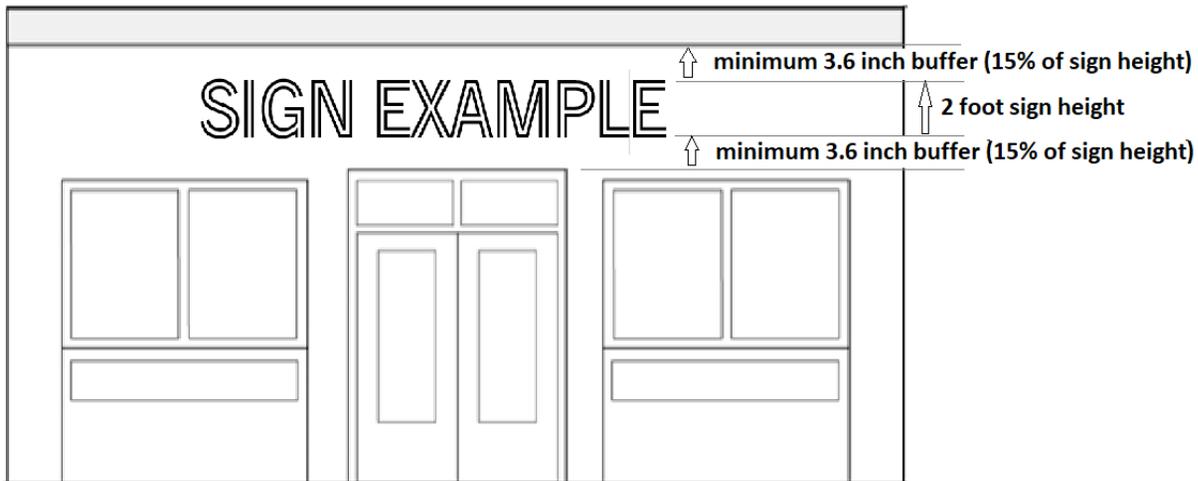
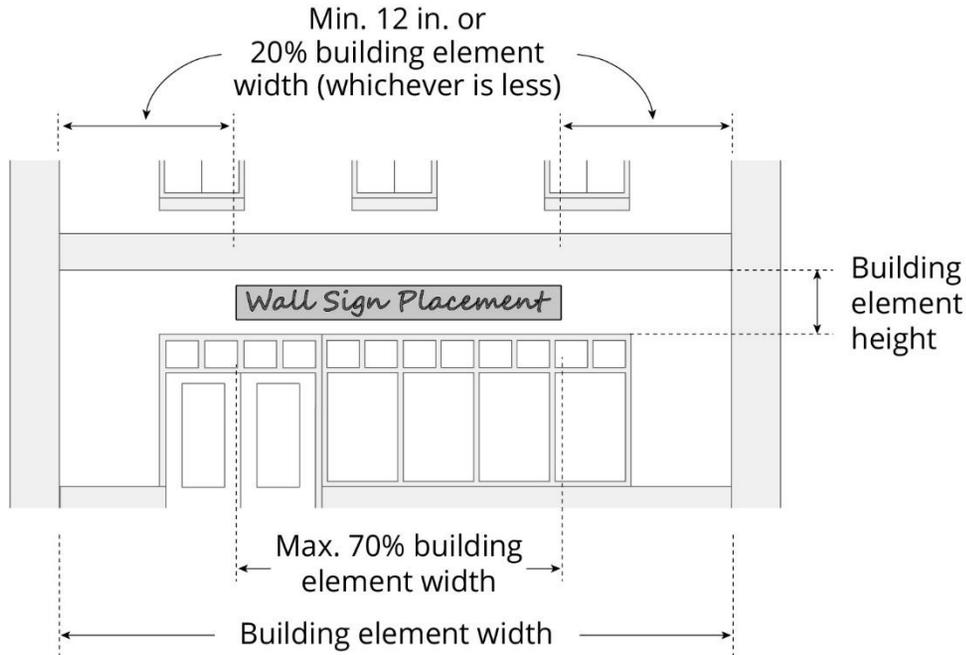
Development Type	Maximum Sign Area	Maximum Number of Signs
Agricultural, Extractive, and Open Space Sign District		
<i>All uses</i>	12 square feet.	1 per frontage.
Single-Family Residential and Duplex Sign District		
<i>Single-Family Residential Neighborhood Tract ≥ 2 acres</i>	35 square feet.	2 per neighborhood entrance (1 per street side). ¹
<i>Institutional Uses</i>	0.5 square foot to 1 linear foot of building elevation where sign is placed.	Limited by maximum sign area.
<i>Illumination:</i>	Non-illuminated or external illumination.	
Multi-Family Residential and Mobile Home Park Sign District		
<i>Multi-Family Complex < 10 units</i>	18 square feet.	1 per frontage.
<i>Multi-Family Complex ≥ 10 units</i>	24 square feet.	1 per frontage.
<i>Mobile Home Parks</i>	35 square feet.	2 per entrance (1 per street side).
<i>Institutional Uses</i>	0.5 square foot to 1 linear foot of building elevation where sign is placed. Maximum letter height 3 feet.	Limited by maximum sign area.
<i>Illumination:</i>	Non-illuminated or external illumination.	
Commercial Sign District		
<i>Single- or Multi-tenant building, including corner sites²</i>	Single-tenant Total Wall Sign Area: 1 square foot to 1 linear foot of the building elevation where sign is placed.	1 per tenant frontage; if tenant frontage ≥ 100 linear feet, 1 additional sign on that wall.
	Multi-tenant Tenant Total Wall Sign Area: 1 square foot to 1 linear foot of tenant frontage.	
<i>Buildings ≥ 5 stories³</i>	Maximum 7 square feet to 1 linear foot of width of the top of the building.	1 per elevation.
<i>Illumination:</i>	Non-illuminated, internal illumination, or external illumination.	
Office Professional Sign District		
<i>Single- or Multi-tenant building, including corner sites²</i>	Total Wall Sign Area: 0.5 square foot to 1 linear foot of building elevation where sign is placed.	1 per tenant frontage; if tenant frontage ≥ 100 linear feet, 1 additional sign on that wall.
	Tenant: 0.5 square foot to 1 linear foot of the building elevation where sign is placed.	
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.	
Mixed-Use Sign District		
<i>Single- or Multi-tenant building, including corner sites²</i>	Single-tenant Total Wall Sign Area: 1 square foot to 1 linear foot of building elevation where sign is placed.	1 per tenant frontage; if tenant frontage ≥ 100 linear feet, 1 additional sign on that wall.
	Multi-tenant Total Wall Sign Area: 1 square foot to 1 linear foot of the building elevation where sign is placed.	

Development Type	Maximum Sign Area	Maximum Number of Signs							
<i>Buildings ≥ 5 stories</i> ³	Maximum 7 square feet to 1 linear foot of width of the top of the building.	1 per elevation.							
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.								
Industrial Sign District									
<i>Single- or Multi-tenant building, including corner sites</i> ²	Single-tenant Total Wall Sign Area: 1 square foot to 1 linear foot of building elevation where sign is placed.	1 per tenant frontage; if tenant frontage ≥ 100 linear feet, 1 additional sign on that wall.							
	Multi-tenant Total Wall Sign Area: 1 square foot to 1 linear foot of tenant frontage.								
<i>Buildings ≥ 5 stories</i> ³	Maximum 7 square feet to 1 linear foot of width of the top of the building.	1 per elevation.							
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.								
Public Institution Sign District									
<i>Public Institution Uses</i> ⁴	0.5 square foot to 1 linear foot of building elevation where sign is placed.	Limited by maximum sign area.							
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.								
Historic Overlay Sign District									
As approved by the Review Authority. Refer to the City of Orange Historic Preservation Design Standards.									
Special Provisions	Requirements								
<i>Incidental Signs</i>	In addition to any other permitted sign, each residential unit or business may display permanent wall signs that are visible from the public right-of-way subject to the following area limitations: <ul style="list-style-type: none"> Residential uses: 1 square foot Commercial and industrial uses: 2 square feet. 								
<i>Sign Placement</i>	The total sign area for signs on single-tenant or multi-tenant buildings may be placed on any building elevation, subject to the following standards: <ol style="list-style-type: none"> At least 1 sign shall be placed above or associated with the building entry; The width of the sign shall be no greater than 70% of the width of the building element or tenant frontage on which it is displayed; Signs shall be placed at least 12 inches or 20% of the width of the building element on which they are mounted, whichever is less, from the sides of the building element; Building mounted wall signs located between building elements shall be vertically centered and buffered from both top and bottom building elements a distance equal to 15 percent of the vertical sign measurement. Examples of building elements include, but are not limited to, windows, awnings, canopies, lights, fascia, trim, projections, recesses, or changes in architectural materials; and Signs shall be placed no higher than the bottom of the sill of the first level of windows above the first story. 								
<i>Incremental Sign Area Increase</i>	Wall sign area may be increased based on the distance from the sign to the right-of-way the sign faces based on the increments below:								
	<table border="0"> <tr> <td>0 – 150 feet</td> <td>5%</td> </tr> <tr> <td>151 – 200 feet</td> <td>7.5%</td> </tr> <tr> <td>201 – 250 feet</td> <td>10%</td> </tr> <tr> <td>> 250 feet</td> <td>15%</td> </tr> </table>	0 – 150 feet	5%	151 – 200 feet	7.5%	201 – 250 feet	10%	> 250 feet	15%
0 – 150 feet	5%								
151 – 200 feet	7.5%								
201 – 250 feet	10%								
> 250 feet	15%								
	As a substitute, sign area may also be increased subject to approval of a sign program as follows: <ul style="list-style-type: none"> Up to 2 square feet to 1 linear foot of tenant frontage for buildings > 200 feet from the public right-of-way. Up to 3 square feet to 1 linear foot of tenant frontage for buildings > 300 feet from the public right-of-way. 								
<i>Changeable Copy Signs</i> ⁵	Maximum sign area is 50% of the total allowable wall sign area for the building. Non-illuminated or internal illumination only.								

Development Type	Maximum Sign Area	Maximum Number of Signs
<i>Electronic Message Signs</i> ⁵	Maximum sign area is 50% of the total allowable wall sign area for the building.	
<i>Painted Wall Signs</i> ⁵	Painted wall signs are permitted on any exterior building wall of an individual tenant space or building. Painted wall sign shall be professionally painted. Non-illuminated or external illumination only.	

End Notes:

- ¹ Either 1 wall sign or 1 freestanding sign per street frontage allowed.
- ² Maximum 4 elevations per building. Corner buildings shall utilize equal letter heights for signs on each building street-facing side.
- ³ Allowed in addition to all other signs on the building at the ground floor. Maximum height of the sign is 1 foot per story to a maximum of 12 square feet.
- ⁴ Except electronic message centers incorporated into signs for institutional uses.
- ⁵ Limited to qualifying sites identified in Table 17.36.020.C (Required Permits for All Signs by Sign District).



14. Window Signs. Window signs shall comply with the standards provided in Table 17.36.050.L.

Table 17.36.050.L
STANDARDS FOR WINDOW SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	Maximum 25% for permanent window signs. The combined area of temporary and permanent window signs shall not exceed 50% of the area of the window on which they are displayed. Painted window signs or perforated vinyl signs are included in this calculation. Excluded from the total allowed sign area for wall signs.
<i>Sign Placement</i>	Shall be mounted on the interior of a window and may not be placed higher than first story windows.
<i>Illumination</i>	Non-illuminated and neon and single- or two-color LED signs are permitted. Flashing, blinking, or moving text or images are prohibited.

Sign Area A + Sign Area B ≤ 50% Window Area

- E. Standards for Permanent Freestanding Signs. Table 17.36.050.M (Standards for Freestanding Signs) establishes standards for sign placement and the maximum allowable standards for sign area, height, and the number of signs allowed within each Sign District. The standards in Table 17.36.050.M are typically larger than the standards for the individual freestanding sign types that follow the table, allowing for more flexibility in the choice of freestanding sign types allowed. Standards for each allowed freestanding sign type are established in the following tables with a supporting illustrative drawing of each sign type. These tables also include standards applicable in specific Sign Districts, where necessary.

Table 17.36.050.M
STANDARDS FOR FREESTANDING SIGNS

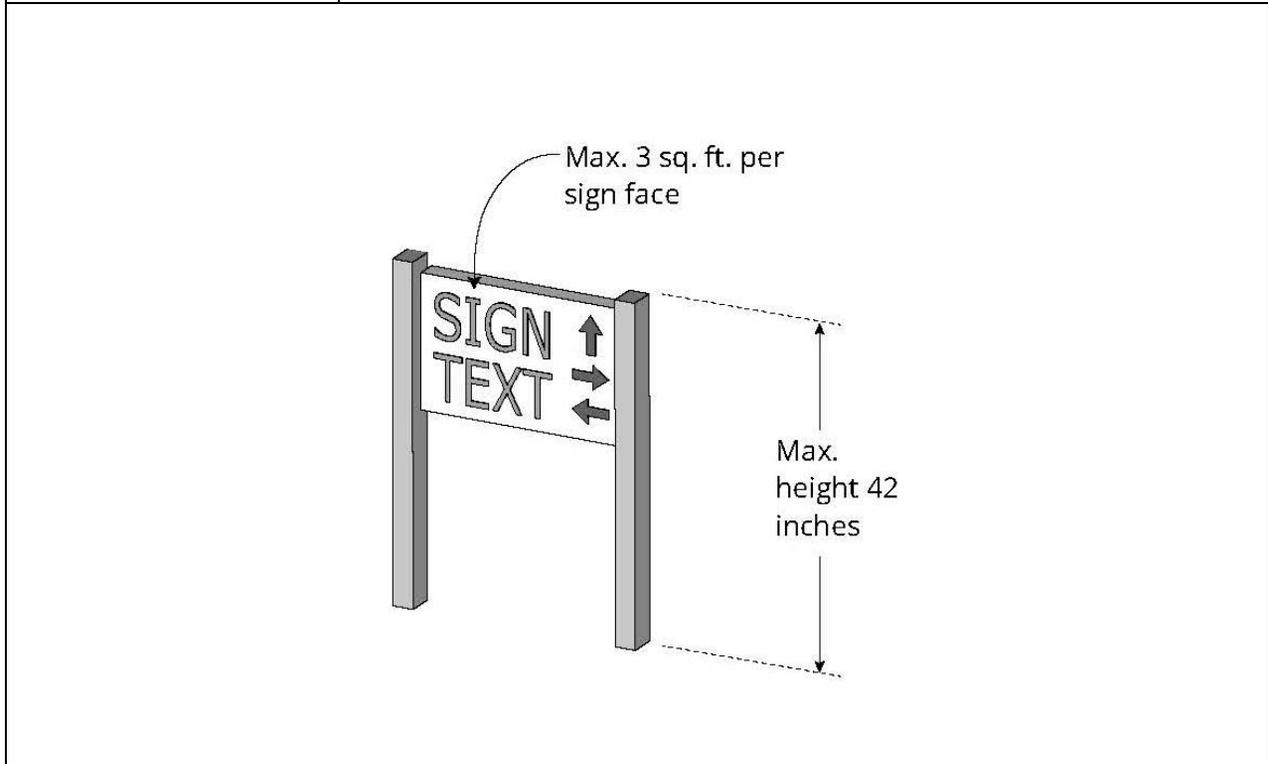
Development Type	Maximum Sign Area	Maximum Height	Maximum Number of Signs
Agricultural, Extractive, and Open Space Sign District			
<i>All Uses</i>	24 square feet.	8 feet.	1 per lot.
Single-Family Residential and Duplex Sign District			
<i>Institutional Uses</i>	24 square feet.	5 feet.	1 per parcel with street frontage < 400 feet; plus 1 per 400 feet or part thereof. ¹
Multi-Family Residential and Mobile Home Park Sign District			
<i>Multi-Family Complex ≥ 10 units</i>	35 square feet.	3.5 feet.	1 per frontage.
<i>Mobile Home Park</i>	24 square feet.	3.5 feet.	1 per entrance. ¹

Development Type	Maximum Sign Area	Maximum Height	Maximum Number of Signs
<i>Institutional Uses</i>	24 square feet.	5 feet.	1 per parcel with street frontage < 400 feet; plus 1 per 400 feet or part thereof. ¹
Commercial Sign District			
<i>Single- and Multi-Tenant Buildings</i>	0.5 square foot per 1 linear foot of street frontage; maximum 160 square feet.	15 feet - street frontage ≥ 100 feet; 5 feet - street frontage < 100 feet.	1 per parcel with street frontage < 400 feet; parcels ≥ 400 feet allowed 1 additional sign per each additional 400 feet or part thereof. ^{1 2}
Office Professional Sign District			
<i>Single- and Multi-Tenant Buildings</i>	24 square feet.	5 feet.	1 per lot.
Historic Overlay Sign District			
Refer to the City of Orange Historic Preservation Design Standards.			
Mixed-Use Sign District			
<i>Standalone Multi-Family Complex ≥ 10 units</i>	35 square feet.	3.5 feet.	1 per 400 linear feet of street frontage or portion thereof. ^{1 2}
<i>All Other Uses</i>	0.5 square foot per 1 linear foot of street frontage; maximum 160 square feet.	15 feet - street frontage ≥ 100 feet; 5 feet - street frontage < 100 feet.	1 per parcel with street frontage < 400 feet; parcels > 400 feet allowed 1 additional sign per each additional 400 feet or part thereof. ^{1 2}
Industrial Sign District			
<i>Single- and Multi-Tenant Buildings</i>	0.5 square foot per 1 linear foot of street frontage; maximum 160 square feet.	15 feet - street frontage ≥ 100 feet; 5 feet - street frontage < 100 feet.	1 per parcel with street frontage < 400 feet; plus 1 per 400 feet or part thereof. ^{1 2}
Public Institution Sign District			
<i>All Uses</i>	0.5 square foot per 1 linear foot of street frontage; maximum 160 square feet.	15 feet - street frontage ≥ 100 feet; 5 feet - street frontage < 100 feet.	1 per parcel with street frontage < 400 feet; parcels > 400 feet allowed 1 additional sign per each additional 400 feet or part thereof. ¹
Setback/Placement Provisions for All Freestanding Signs			
<i>Minimum Spacing</i>	Minimum spacing between monument signs, post signs, and landscape wall signs is 150 feet on the same property.		
<i>Front or Side Yard</i>	No portion of a freestanding sign or sign structure shall be located within 2 feet of any structure or a public right-of-way.		
<i>Sign Placement - Side Yard (Interior Lots)</i>	< 200 feet of frontage: Sign shall be positioned within the central 50% of the parcel frontage. ≥ 200 feet of frontage: Sign shall be located no closer than 50 feet to a side property line.		
<i>Sign Placement - Side Yard (Corner Lots)</i>	< 200 feet of frontage: Sign shall be positioned at the corner or within 75% of the frontage closest to the street corner. Corner lots ≥ 200 feet of frontage: Sign shall be located no closer than 50 feet to a side property line.		
End Notes: ¹ When only 1 freestanding sign is proposed where 2 are permitted, the allowable sign face area may be increased by a maximum of 25% ² For -multi-tenant developments with common parking and a shared entrance(s), street frontage is determined as the overall length of the development site, and not the frontages of individual buildings or tenants.			

1. Directional Signs (Freestanding). Directional signs shall comply with the standards provided in Table 17.36.050.N.

Table 17.36.050.N
STANDARDS FOR DIRECTIONAL SIGNS (Freestanding)

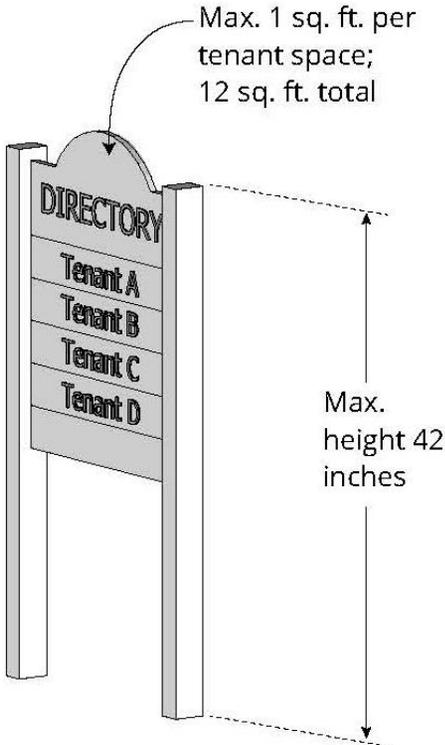
Standard	Requirements
<i>Maximum Sign Area</i>	5 square feet. Excluded from the total allowable sign area for freestanding signs.
<i>Maximum Height</i>	42 inches from the nearest grade.
<i>Maximum Number of Signs</i>	3 per lot including 1 per driveway or drive-through lane.
<i>Installation</i>	May be mounted on one or two posts.
<i>Illumination</i>	Non-illuminated or internal illumination.
Special Provisions	Requirements
<i>Centers with ≥ 40 Tenants</i>	Subject to a sign program (see Section 17.36.020.H).



2. Directory Signs. Directory signs shall comply with the standards provided in Table 17.36.050.O.

Table 17.36.050.O
STANDARDS FOR DIRECTORY SIGNS (Freestanding)

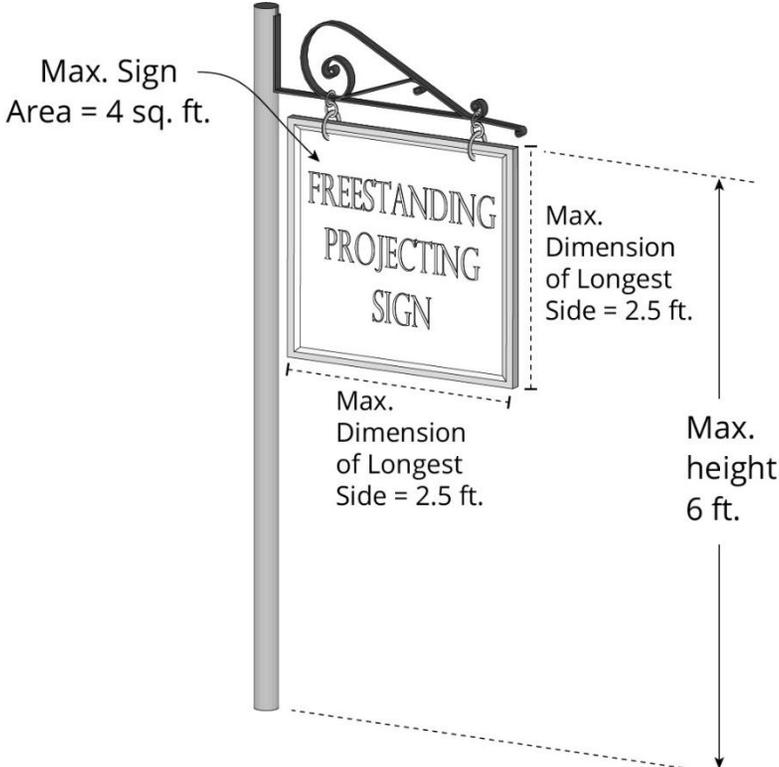
Standard	Requirements
<i>Maximum Sign Area</i>	1 square foot per occupant of tenant space; maximum 12 square feet. Excluded from the total allowable sign area for freestanding signs.
<i>Maximum Height</i>	42 inches from nearest grade.
<i>Maximum Number of Signs</i>	1 per building.
<i>Installation</i>	May be mounted on one or two posts.
<i>Distance from Public Right-of-Way</i>	20 feet, unless a monument sign is utilized as a directional sign per monument sign standards.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.

Standard	Requirements
	

3. Freestanding Projecting Signs. Freestanding projecting signs shall comply with the standards provided in Table 17.36.050.P.

Table 17.36.050.P
STANDARDS FOR FREESTANDING PROJECTING SIGNS

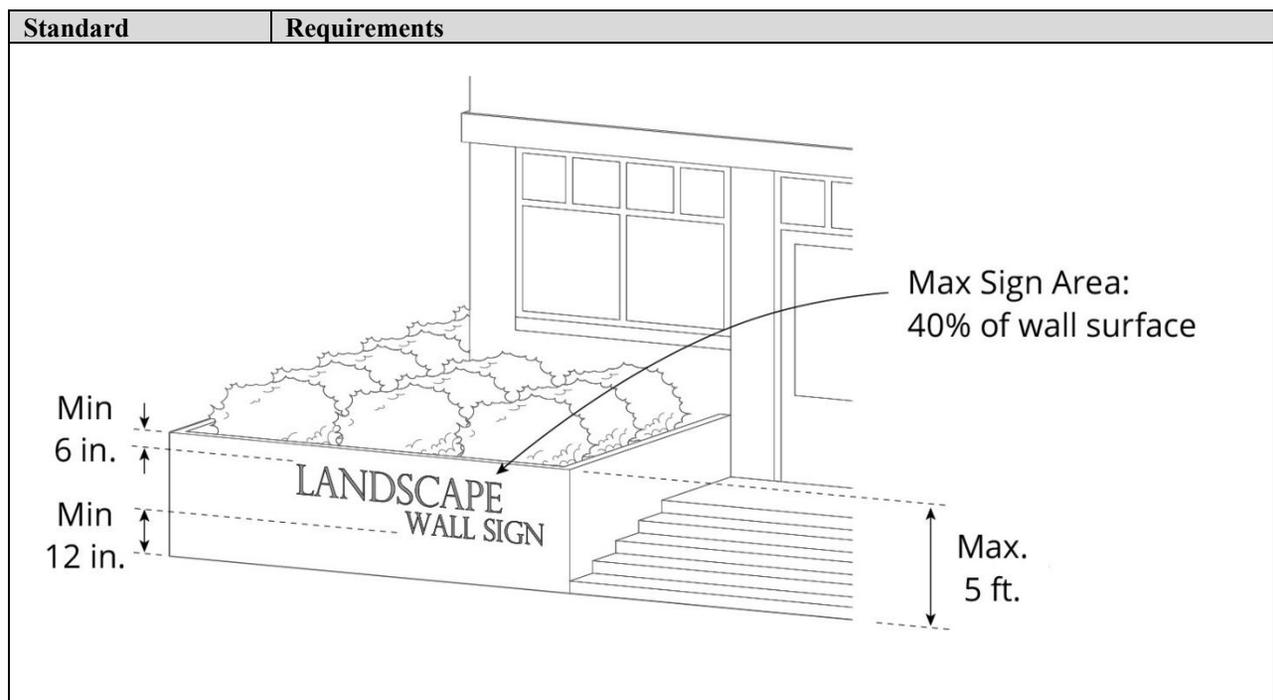
Standard	Requirements
<i>Maximum Sign Area</i>	4 square feet; maximum dimension of longest side 2.5 feet.
<i>Maximum Height</i>	6 feet.
<i>Maximum Number of Signs</i>	1 per business.
<i>Illumination</i>	Non-illuminated or external illumination.

Standard	Requirements
	

4. Landscape Wall Signs. Landscape wall signs shall comply with the standards provided in Table 17.36.050.Q.

Table 17.36.050.Q
STANDARDS FOR LANDSCAPE WALL SIGNS

Standard	Requirements
<i>Maximum Sign Area</i>	Nonresidential uses in Commercial or Industrial Districts, Single-Family Subdivisions or Multi-family Developments and Institutional Uses in All Residential Districts: 32 square feet. Signs shall not cover more than 40% of the landscape wall's background area.
<i>Maximum Height</i>	5 feet from grade.
<i>Mounting Height</i>	Minimum 6 inches below the top of the wall and 12 inches above grade.
<i>Maximum Number of Signs</i>	Multiple signs are permitted subject to the area limitation.
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.



5. Monument Signs. Monument signs shall comply with the standards provided in Table 17.36.050.R.

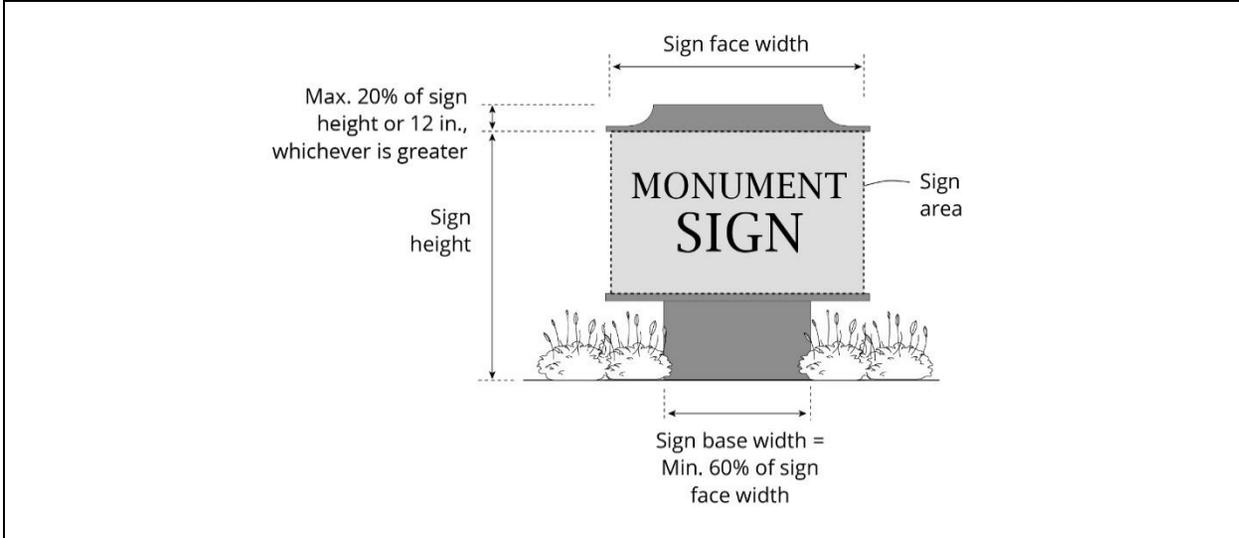
Table 17.36.050.R
STANDARDS FOR MONUMENT SIGNS

Standard	Sign District									
	<i>Agricultural, Extractive, and Open Space Sign District</i>	<i>Single-Family Residential and Duplex Sign District</i>	<i>Multi-Family Residential and Mobile Home Park Sign District</i>	<i>Commercial Sign District</i>	<i>Office Professional Sign District</i>	<i>Mixed Use Sign District</i>	<i>Industrial Sign District</i>	<i>Public Institution Sign District</i>	<i>Historic Overlay Sign District</i>	<i>Institutional Uses in All Districts</i>
<i>Maximum Sign Area (square feet)</i>	24	24	35	160	24	160	160	160	12	24
<i>Maximum Height (feet)</i>	8	5	3.5	15	5	15	15	15	3.5	5
<i>Maximum Number of Signs</i>	See Table 17.36.050.M (Standards for Freestanding Signs) and Section 17.36.050.F (Sign Design Performance Standards).									
<i>Maximum Sign Width</i>	70% of the width of the sign cabinet or face.									
<i>Illumination</i>	Non-illuminated, internal illumination, or external illumination.									
Special Provisions	Requirements									
<i>Sign Height</i>	Elements to enhance the design of a sign structure may extend above the sign to a maximum of 20% of the sign's allowed height, or 12 inches, whichever is greater.									
<i>Name of Shopping Center/Development Site</i>	The name of a shopping center or development site is exempt from the area and height limits for monument signs, provided the name has a maximum height of 2 feet and is no wider than the width of the sign.									
<i>Changeable Copy/Electronic Message Signs¹</i>	Maximum sign area is limited to 25% of the total allowable sign area or 24 square feet, whichever is greater.									

<i>Landscaping</i>	<p>A minimum 3-foot landscaped area consisting of shrubs, and/or perennial ground cover is required around both sides of the base of monument signs. However, a one-foot hardscape area shall be provided around the base of the sign.</p> <p>Freestanding signs shall be placed in raised planters of sufficient area, shape and design to provide a compatible setting to the signs. The following ratio of fully landscaped and irrigated planter area to sign area is required:</p> <ol style="list-style-type: none"> 1. Monument Signs – 2 square feet of planter area for each 1 square foot of sign area (total of all sides); and 2. Directional and Directory Signs - 2 square feet of planter area for each 1 square foot of sign area (one side only)
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End Note:

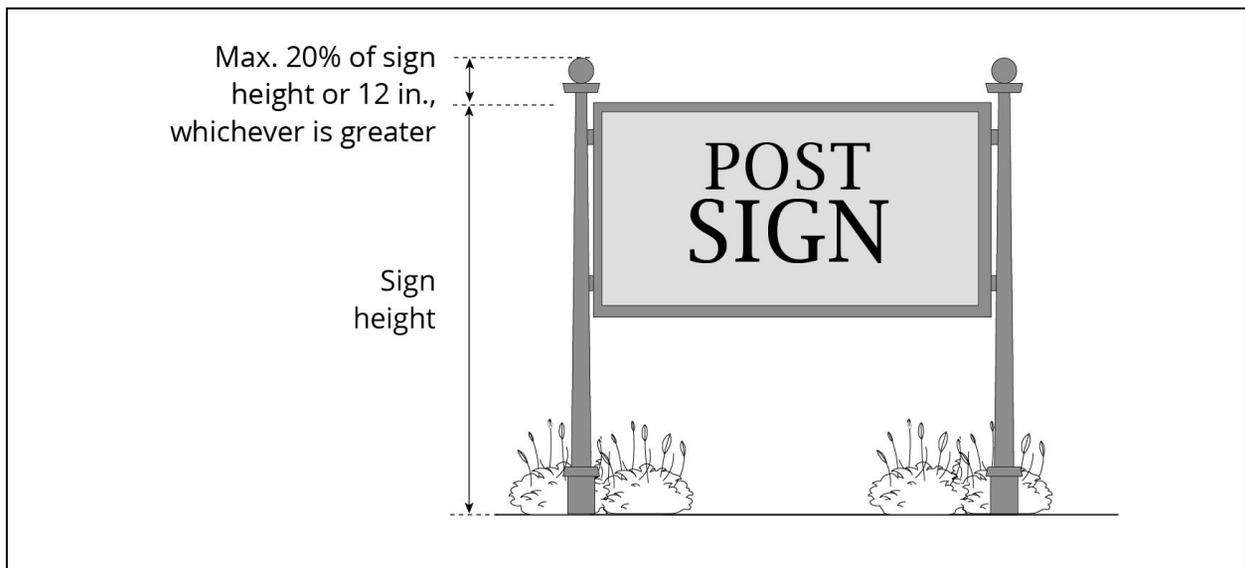
¹ Limited to qualifying sites identified in Table 17.36.020.C. (Required Permits for All Signs by Sign District)



6. Post Signs. Post signs shall comply with the standards provided in Table 17.36.050.S.

Table 17.36.050.S
STANDARDS FOR POST SIGNS

Standard	Sign District									
	<i>Agricultural, Extractive, and Open Space Sign District</i>	<i>Single-Family Residential and Duplex Sign District</i>	<i>Multi-Family Residential and Mobile Home Park Sign District</i>	<i>Commercial Sign District</i>	<i>Office Professional Sign District</i>	<i>Mixed Use Sign District</i>	<i>Industrial Sign District</i>	<i>Public Institution Sign District</i>	<i>Historic Overlay Sign District</i>	<i>Institutional Uses in All Districts</i>
<i>Maximum Sign Area (square feet)</i>	20	15	15	24	24	24	24	20	20	20
<i>Maximum Height (feet)</i>	6	4	4	6	5	5	6	6	5-3.5	6
<i>Maximum Number of Signs</i>	1 per frontage.									
<i>Illumination</i>	Non-illuminated or external illumination.									
Special Provisions	Requirements									
<i>Sign Height</i>	Elements to enhance the design of a sign structure may extend above the sign to a maximum of 20% of the sign's allowed height, or 12 inches, whichever is greater.									



F. Sign Design Performance Standards

1. Raised Letter Signs. This standard encourages the use of individual lettered business and logo design, or where appropriate, signs containing copy, logo and/or decorative embellishments in relief on the face of the sign. Improved sign design enhances the readability of sign copy and projects a positive image of the business or use. Except in the Historic Overlay Sign District, a sign area and/or height increase as established in Table 17.36.050.T (Percentage Increases for Design Features Used) may be approved for sign designs that display either:
 - a. Pan channel letters without raceways, or internal/indirect illuminated halo channel letters on an unlit or otherwise indistinguishable background on a freestanding sign or building wall, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100; or
 - b. Where appropriate, carved signs with a three-dimensional textured surface that is integral to its design, such as extensively carved, routed, and/or sandblasted signs containing the business name and/or logo, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.
 - c. Simplified Letter and/or Logo Copy. The purpose of this standard is to encourage easily recognizable business identification through the use of a logo or simplified sign design without the need for additional text to improve the appearance of the City streetscape. A sign area and/or height increase as established in Table 17.36.050.T (Percentage Increases for Design Features Used) may be approved for the sign standard, as exemplified in the City of Orange Sign Design Guidelines, pursuant to OMC Section 17.36.100.
 - d. Sign Structure Materials. This standard encourages the use of substantial long-lasting durable materials in the construction of sign structures, resulting in improved and innovative sign design and an improved image of the business or development to which it refers. A sign area and/or height increase as established in Table 17.36.050.T (Percentage Increases for Design Features Used) may be approved for the sign designs in which a minimum of 75 percent of the sign structure and face are constructed of river rock, concrete, fired brick, heavy timber, thick gauge welded-seam sheet metal, or similar substantial non-reflective building material. .
 - e. Sign Structure Which Blends with the Development Site. This standard encourages the incorporation of a sign and sign structure into a major element of a building

facade or significant landscape feature, resulting in the creation of a unique image for the development or premises on which it is located. A sign area and/or height increase as established in Table 17.36.050.T (Percentage Increases for Design Features Used) may be approved for the sign designs that integrate major architectural elements or details of the development site into the building facade for a building mounted sign, or the support structure for a freestanding sign.

- g. Freestanding Signs of Reduced Height. This standard encourages the reduction of overall height for freestanding signs as established in the standards for permanent freestanding signs in Section 17.36.050.E (Standards for Permanent Freestanding Signs), while maintaining sign and site compatibility and improving the image of the business or development. See Table 17.36.050.T (Percentage Increases for Design Features Used) for percentage increases allowed.
- h. Reduction in the Quantity of Freestanding Monument Signs. This standard encourages the consolidation of signs in a multi-tenant shopping center such that if the center qualifies to have two or more monument signs, a sign area or sign height increase is allowed if one or more monument signs are not installed.

Table 17.36.050.T
PERCENTAGE INCREASES FOR DESIGN FEATURES USED

Design Feature	Freestanding Sign		Building Mounted Sign	
	Area Increase	Height Increase	Area Increase	Height Increase
Single-Tenant Use				
Raised Letter	15%	10%	10%	5%
Simplified Letter and/or Logo Copy	15%	10%	10% ¹	5%
Sign Structure Materials	15%	15%	10%	5%
Sign Structure which Blends with Development Site	15%	15%	10%	5%
Freestanding Signs of Reduced Height	15% for each 1 foot in height reduction.		N/A	
Multi-Tenant Use				
Raised Letter	15%	10%	10%	5%
Simplified Letter and/or Logo Copy	15%	20%	N/A	
Sign Structure Materials	15%	15%	10%	5%
Sign Structure which Blends with Development Site	15%	15%	10%	5%
Freestanding Signs of Reduced Height	15% for each 1 foot in height reduction.		N/A	
End Notes:				
¹ Also applies to individual occupancy within a multi-tenant building, development, or shopping center.				

Design Feature	Freestanding Sign		Building Mounted Sign
	Area Increase	Height Increase	Area Increase
Single- or Multi- Tenant Use (With utilization of any two (2) of the below design features)			
1. Raised Letter	20%	15%	10% ¹
2. Simplified Letter and/or Logo Copy			
3. Sign Structure Materials			
4. Sign Structure which Blends with Development Site			

5. Reduction in the quantity of allowed freestanding monument signs			
Freestanding Signs of Reduced Height	15% for each 1 foot in height reduction (combined with above area increase)	N.A.	N/A
End Notes: ¹ Only applies to single-tenant sites or major tenant occupancy within a multi-tenant building, development, or shopping center.			

- i. Cumulative Adjustments. More than one feature listed in Table 17.36.050.T (Percentage Increases for Design Features Used) may be proposed. In this case, the adjustment for each feature is cumulative, as established by Table 17.36.050.T. These adjustments to sign area and/or height are permitted above the standards established in Section 17.36.050 (Standards for Permanent Signs).
2. Increases in the allowable area and/or height of certain types of signs may be approved using the standards in Table 17.36.050.T (Percentage Increases for Design Features Used) to encourage permanent signs with design features that are preferred by the City and the community at large. The design features detailed above apply to both freestanding and building mounted signs.

17.36.060 - Standards for Temporary Signs.

- A. Purpose. The City Council finds that the proliferation of temporary signs is a distraction to the traveling public and creates aesthetic blight and litter that threatens the public's health, safety, and welfare. In addition to the Purpose provisions of Section 17.36.010 (General Provisions) these regulations ensure that temporary signs do not create a distraction to the traveling public by eliminating the aesthetic blight and litter caused by temporary signs.
- B. General. Temporary signs are allowed only in compliance with the provisions of this Section.
 1. A sign permit is required for the display of temporary wall banner signs and temporary window signs in all Sign Districts where allowed.
 2. All temporary signs shall include the contact information of the installer, including phone number, and installation date. The information shall be of weather resistant material on the sign and may be placed on the reverse of the sign.
 3. There is no limitation on the length of time that a sign may be displayed except as described in Table 17.36.060.B.
 4. Temporary signs shall not be placed in the clear view zone at street intersections or driveways; see Section 17.36.030 (General Restrictions for All Signs).
 5. Temporary signs are not counted toward the total allowable sign area or number for permanent signs.
- C. Standards for Temporary Signs. Temporary signs are allowed in all Sign Districts as established by Table 17.36.020.B (Required Permits for All Signs by Sign District) in compliance with the following standards:
 1. Time, Place, and Manner Restrictions for Temporary Signs. Temporary signs shall comply with the standards provided in Table 17.36.060.A (Standards for All Temporary Signs).

Table 17.36.060.A
STANDARDS FOR ALL TEMPORARY SIGNS

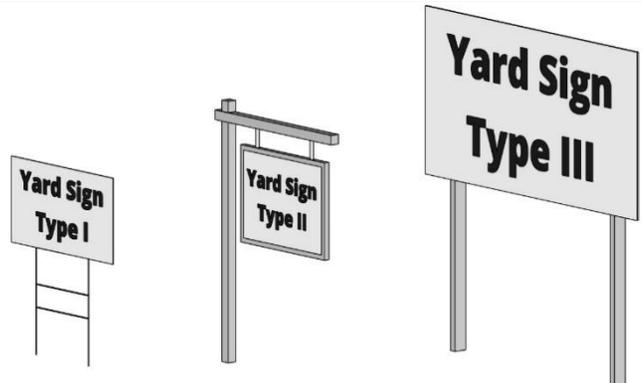
Standard	Requirement
Applicable to All Sign Districts	
<i>Placement</i>	Shall not create a hazard for pedestrian or vehicular traffic and shall allow for a 4-foot wide sidewalk to comply with the Americans with Disabilities Act. Shall not be placed on a sidewalk or within the public right-of-way. Prohibited on the roof of a building.
<i>Prohibited Elements</i>	Any form of illumination, including flashing, blinking, or rotating lights. Animation. Reflective materials. Attachments including any balloons, ribbons, loudspeakers, etc.
<i>Design and Construction</i>	Professionally crafted. Of sufficient weight and durability to withstand wind gusts, storms, etc., for the safety of pedestrians, bicyclists, and vehicles.
Commercial, Industrial, and Other Non-Residential Sign Districts	
<i>Period of Use</i>	No limitation, except for wall banners. Refer to Table 17.36.060.B.
<i>Area of all Temporary Signs at any One Time</i>	Maximum 24 square feet per business; excludes the area of temporary window signs and wall banner signs. Exceptions: <ol style="list-style-type: none"> Multi-tenant shopping centers or offices – Maximum 2 temporary signs per 150 linear feet of property frontage not to exceed 24 square feet combined. In the Historic Overlay Sign District, maximum 12 square feet per business; excludes the area of temporary window signs and wall banner signs. Refer to Table 17.36.060.B.
<i>Number of Signs</i>	Limited by the maximum sign area allowed per lot or parcel.
All Residential Sign Districts	
<i>Period of Use</i>	No limitation.
<i>Sign Area</i>	Maximum 16 square feet per lot.
<i>Number of Signs</i>	Unlimited except that the total sign area of all temporary signs shall not exceed 16 square feet.

2. Standards for Specific Temporary Signs. Temporary signs shall comply with the standards provided in Table 17.36.060.B (Standards for Temporary Sign Types). Temporary signs not included in this Table, including for example, feather banner signs, are not allowed.

Table 17.36.060.B
STANDARDS FOR TEMPORARY SIGN TYPES

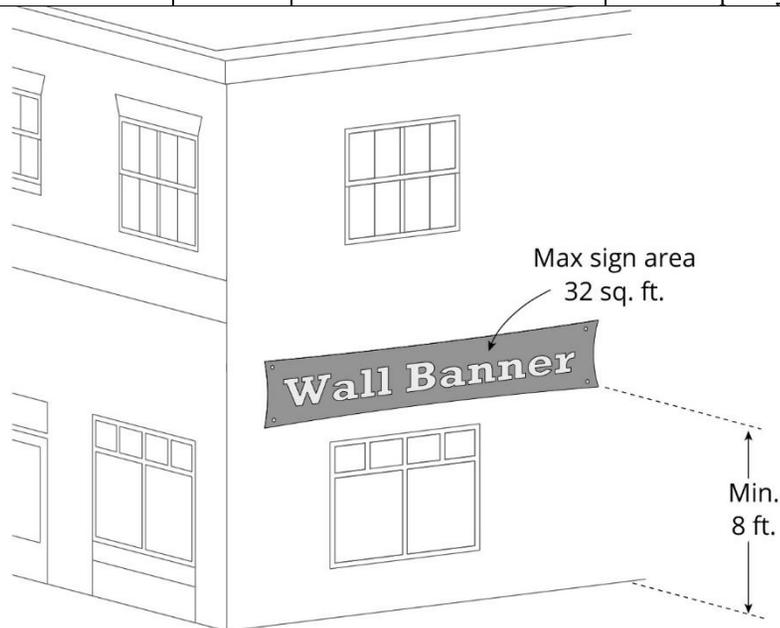
Standard				Other Requirements
Temporary Sign Type	Maximum Height (feet)	Maximum Width (feet)	Maximum Area (square feet)	
<i>Yard Sign Type I</i>	4	2	3	Allowed in all Sign Districts. Installed securely in the ground. Display limitations – maximum 60 days per calendar year.
<i>Yard Sign Type II</i>	6	2	4	Allowed in all Sign Districts. Installed securely in the ground. Display limitations – maximum 180 days per calendar year.
<i>Yard Sign Type III</i>	6	8	32	Allowed in all Sign Districts. Installed securely in the ground. Display limitations – maximum 365 days per calendar year.

Standard	Other Requirements
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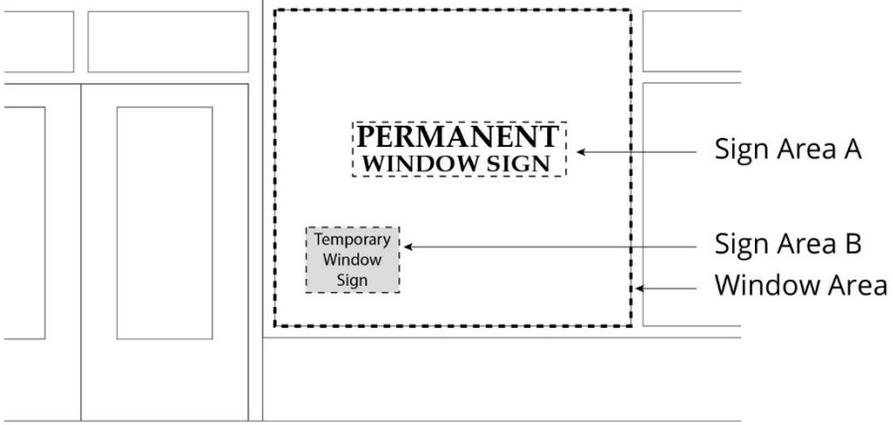


Not to scale

Temporary Sign Type	Maximum Placement Height (feet)	Maximum Width (feet)	Maximum Area (square feet)	
<i>Wall Banner</i>	25 Minimum 8 feet from the bottom of the banner to the nearest grade or sidewalk	12	32	<p>Only allowed in non-residential Sign Districts. Maximum 1 wall banner per business.</p> <p>Only mounted on a flat surface of a building wall.</p> <p>Sign installation shall not damage historic materials per the Historic Preservation Design Standards.</p> <p>Display limitation – maximum 4 times per calendar year for no more than 30 consecutive days and with a minimum period of 30 days between display periods.</p> <p>May not be used as permanent signs.</p> <p>Not included in the total sign area for all temporary signs.</p>



Temporary Sign Type	Maximum Height (feet)	Maximum Width (feet)	Maximum Area (square feet)	
<i>Window Sign</i>	N.A.	N.A.	See End Note ¹	<p>Inside mounting required.</p> <p>Not included in the total sign area for all temporary signs.</p>

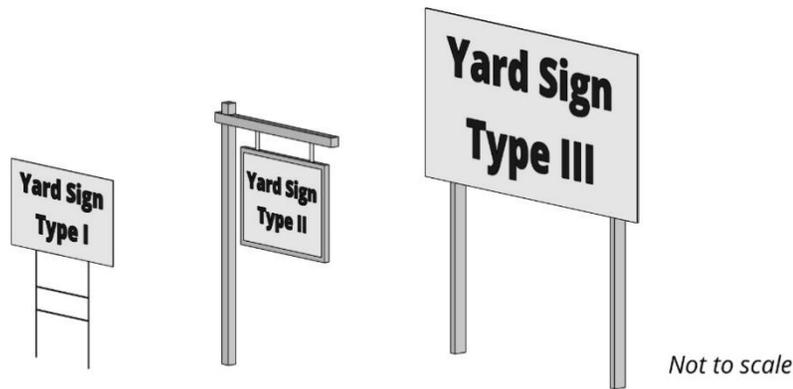
Standard	Other Requirements
 <p data-bbox="516 585 1112 619">Sign Area A + Sign Area B ≤ 50% Window Area</p>	
<p data-bbox="191 627 300 649">End Note:</p> <p data-bbox="191 655 1422 742">¹ Maximum 25% for temporary window signs. The area of temporary and window signs combined (including signs made of perforated vinyl or painted on the window) shall not exceed 50% of the area of the window on which they are displayed.</p>	

3. Temporary model home complex/active residential subdivision signs in all Residential Sign Districts shall comply with the standards provided in Table 17.36.060.C (Standards for Temporary Model Home Complex/Active Residential Subdivision Signs in All Residential Sign Districts).

Table 17.36.060.C

STANDARDS FOR TEMPORARY MODEL HOME COMPLEX/ACTIVE RESIDENTIAL SUBDIVISION SIGNS IN ALL RESIDENTIAL SIGN DISTRICTS

Sign Type	Maximum Number of Signs	Additional Standards
<i>Yard Sign Type I</i>	1 per boundary street frontage of the model home complex/active residential subdivision. 1 per lot or dwelling.	Dimensions and duration shall be per Table 17.36.060.B
<i>Yard Sign Type II</i>	1 per lot or dwelling.	
<i>Yard Sign Type III</i>	1 per boundary street frontage of the model home complex/active residential subdivision.	



Additional Standards for Temporary Model Home Complex/Active Residential Subdivision Signs:

1. All temporary model home complex/active residential subdivision signs shall be removed upon the conversion of the model home(s) to a residential use and shall be removed upon the close of escrow of the last lot in the subdivision or upon cessation of use, whichever comes first.
2. One non-illuminated wall sign is allowed, maximum 4 square feet placed on the elevation of a model home facing the street.

- A. Purpose. The regulations in this Section are intended to recognize, preserve and promote the inherent and unique qualities of Orange's historic downtown area which is an integral part of the City's economic stability and growth. The area where these additional sign standards apply are generally those areas of the City characterized by narrow streets, smaller lots, and lot frontages, and buildings representative of the early development of Orange.
- B. Applicability. The standards established in this Section shall be applied within the following Historic Districts (collectively called the Old Towne Historic District Overlay) in addition to the standards and requirements otherwise established in this Chapter and within the Historic Preservation Design Standards for Old Towne:
 - 1. National Register Plaza Historic District;
 - 2. National Register Old Town Orange Historic District; and
 - 3. Local Old Towne Orange Historic District.
- C. Permits. All applications for sign permits for new signs to be located in the Historic Overlay Sign District shall be reviewed for approval by the Design Review Committee, except where exempted in Historic Preservation Design Standards for Old Towne, and follow the sign permitting requirements and procedures established in Section 17.36.020 (Administration and Procedures).
- D. Standards and Findings. Signs within the Historic Overlay Sign District shall comply with the standards and requirements otherwise established in this Chapter as well as the City's Historic Preservation Design Standards. The Historic Preservation Design Standards take precedence in the event of any conflicting or overlapping standards.
- E. Iconic Signs. The Iconic Sign standards are intended to provide for the preservation of the City's unique character, history, and identity as reflected in its historic and iconic signs.
 - 1. Iconic Sign Designation Criteria. Signs which may be unusual, significant, or meaningful to the City streetscape and the City's history may be worthy of special recognition, and may be designated as an iconic sign in compliance with the provisions of this Section, if they meet all of the following criteria:
 - a. The sign has been in continuous existence at its present location for a period spanning multi-generational recognition;
 - b. The sign is associated with historic figures, events, or locations within the City, or is recognized as a popular focal point in the community;
 - c. The sign reflects the history of the building, site, or the history of the City. A sign may be the only indicator of the building or site's historic use;
 - d. The sign is of exemplary technology, craftsmanship, or design for the period in which it was constructed; uses historic sign materials or means of illumination; or is unique in that it demonstrates extraordinary aesthetic quality, creativity, or innovation;
 - e. The sign is structurally safe or is capable of being made so without substantially altering its historical character or significance; and
 - f. If the sign has been altered, it shall be able to be restored to its historic function and appearance.
 - 2. Iconic Sign Modifications. Any modifications to an iconic sign shall comply with the maintenance program approved by the Design Review Committee. Text changes shall not result in changes to character defining text and shall match or be compatible with existing text in material(s), letter size, font/typography, and color.
 - 3. Process for Designation of an Iconic Sign.

- a. Initiation of designation. The City Council or an owner of affected real property may initiate designation. If the property is under more than one ownership, all owners or their authorized agents shall consent to filing the application. Property owner consent is required for designation of an Iconic Sign.
- b. Application filing. An application for designation of an iconic sign shall be filed as a Design Review application through the Community Development Department, together with all required fees and all other information and materials specified on the application requirements list, including the following:
 - i. A description of the characteristics of the sign which justify its designation;
 - ii. A description of the particular features of the sign that are proposed to be preserved;
 - iii. The location of the sign;
 - iv. The condition of the sign, including current photographs; and
 - v. A proposed maintenance program that addresses general maintenance, repair, restoration, and other potential future modifications (e.g., text changes).
- c. Procedure.
 - i. The Community Development Director shall serve as the advisory body for an application for designation of an iconic sign. Once the Community Development Director has deemed an application for designation of an iconic sign as complete, a recommendation to approve, approve with conditions, or deny the application shall be forwarded to the Design Review Committee.
 - ii. The Design Review Committee shall conduct a public hearing and review the application for designation of an iconic sign. The Design Review Committee may recommend approval, approval with modifications and/or conditions, or denial of the proposed application to the Planning Commission.
 - iii. The Design Review Committee's recommendation shall be forwarded to the Planning Commission secretary for placement on the Commission's consent calendar and shall be noticed as a design review as provided for in Section 17.08.040 (Notice of Hearings). The Planning Commission, in considering an application for designation of an iconic sign, shall review the recommendations of the Community Development Director and Design Review Committee. The Planning Commission shall act to approve, approve with conditions or deny the application.
4. Findings. The following findings shall be made by the Review Authority to approve an Iconic Sign designation:
 - a. The proposed iconic sign designation is consistent with the General Plan and any applicable specific plans; and
 - b. The proposed iconic sign designation is consistent with the criteria established in Section 17.36.070.E.
5. Resubmission – Reconsideration. If a request for iconic sign designation has been denied by the Commission, subsequent application that is the same or substantially the same may not be submitted or reconsidered for at least one year from the effective date of final action on the original proposal unless substantial additional data becomes available, in which case the Community Development Director may accept a resubmitted application after six months.
6. Effect of Designation. When a sign is designated as an iconic sign and all conditions of approval (e.g., restored to its historic function and appearance) have been deemed

completed or satisfied by the Community Development Director, the sign shall not be subject to the provisions of this Chapter. All permits issued for an iconic sign shall be consistent with the maintenance program approved by Review Authority and any conditions of approval.

17.36.080 - Nonconforming Signs.

- A. Purpose. This Section establishes regulations for nonconforming signs that were lawful before the adoption or amendment of this Chapter, but which would be prohibited, regulated, or restricted differently in compliance with the current regulations. These provisions provide for the orderly termination of nonconforming signs to promote the public health, safety, and general welfare, and to bring nonconforming signs into conformity with the goals and policies of the City's adopted General Plan. In recognition of these declarations, it is the intent of this Chapter to:
1. Prevent the expansion of nonconforming signs to the maximum extent feasible;
 2. Establish criteria under which nonconforming signs may be continued or expanded; and
 3. Provide for the correction or removal of nonconforming signs in an equitable, reasonable, and timely manner.
- B. Applicability. Nonconforming signs may be maintained, expanded upon, and/or abated only in accordance with the provisions of this Chapter. In no event will the degree of nonconformity of any sign or type of signage on any lot be increased. Illegal signs, such as signs installed without a required building permit, are not considered to be nonconforming signs.
- C. Signs Rendered Nonconforming. Any sign which becomes nonconforming subsequent to the effective date of this Chapter, either by reason of the annexation to the City of the territory upon which the sign is located, or the amendment of this Chapter to render a sign nonconforming, shall also be subject to the provisions of Section 17.38.020 (Exception to Compliance (Nonconformities)).
- D. Modification and Maintenance.
1. No nonconforming sign shall be altered in any manner, reconstructed, or moved without being made to comply in all respects with the provisions of this Chapter. Nothing in this Section shall prohibit the normal upkeep or repair of any sign, nor the painting or repainting of the face of the sign, during its lawful existence.
 2. Nonconforming signs are required to be maintained in good condition in compliance with Section 17.36.040 (General Requirements for All Signs). Maintenance of legal nonconforming signs shall be consistent with applicable California law. Nothing in this Chapter shall affect existing property or the right to its continued use for the purpose used at the time this Chapter takes effect, or the right to make to make any reasonable repairs or alterations within the existing sign envelope.
 3. A legal nonconforming sign that has been damaged to the extent of more than 50 percent of the appraised value of the sign structure or is temporarily or permanently removed by any means, including "an act of God," shall be removed or rebuilt, repaired, or replaced only in compliance with the provisions of this Chapter if an application for a sign permit to re-erect the sign is made within 6-months of its destruction.
- E. Signs Previously Approved. Any sign erected and installed pursuant to a permit lawfully issued by the City prior to the initial enactment date of this Chapter shall be treated as a conforming sign. All signs determined to be conforming signs may be continued, maintained, and repaired so long as the sign is not structurally altered or expanded.
- F. Removal or Replacement of a Nonconforming Sign. Removal of a nonconforming sign, or replacement of a nonconforming sign with a conforming sign, is required when:

1. A building is renovated and the cost of the renovation is 50 percent or more of the value of the building as determined by the Building Official or the building is demolished and rebuilt; or
2. The use of the sign and/or the property on which the sign is located has been abandoned, ceased operations, become vacant, or been unoccupied for a period of 90 consecutive days or more as long as the period of non-use is attributable at least in part to the property owner, tenant, or other person or entity in control of the use. For purposes of this Section, rental payments or lease payments and taxes shall not be considered as a continued use. In the event this should occur, such conditions will be considered as evidence of abandonment, requiring removal of the sign by the owner of the property, his/her agent, or person having the beneficial use of the property, building or structure upon which such sign or sign structure is erected within 30 days after written notification from the Community Development Director. If, within the 30-day period, such sign(s) is (are) not removed, enforcement action shall be pursued.

G. Incentive for Replacement of a Nonconforming Freestanding Sign.

1. As an incentive for the replacement of a nonconforming freestanding sign with a new sign that is in closer conformance with the area and height standards for freestanding signs of Section 17.36.050.E (Standards for Permanent Freestanding Signs), a new freestanding sign may be approved and erected that is reduced in height and area by 10 percent of the existing nonconforming sign, or the area and height standards for freestanding signs established in 17.36.050.E (Standards for Permanent Freestanding Signs), whichever is larger. The replacement freestanding sign must be a type authorized in Section 17.36.050.E.
2. The replacement sign shall be located in the same place as the former nonconforming sign, unless it would be located in a corner cut-off area or similar location where freestanding signs are prohibited (refer to Section 17.36.030.B), in which case it may be placed as close as possible to its original location and still satisfy the requirements of this Chapter. Any nonconforming sign modified in accordance with the provisions of this Section will still be considered a nonconforming sign until full compliance with the area and height standards of Section 17.36.050 (Standards for Permanent Signs) has been achieved.

H. Abatement. Abatement of non-conforming signs shall be accomplished in the following manner:

1. Signs painted on buildings, walls and fences shall be painted over in such a manner that the sign is no longer visible. The new painting shall be applied so that the sign area blends with and is compatible with, the color scheme of the building.
2. Any other sign not otherwise specified by this Section shall be removed or altered to cause it to conform to the provisions of this Chapter.

17.36.090 - Enforcement

- A. Authority. It shall be unlawful for any person or entity to erect, construct, enlarge, alter, repair, display, maintain, or use a sign within the City contrary to, or in violation of, any provision of this Chapter.
- B. Abatement. Any sign located on any public right of way or public property or on any utility pole or streetlight in violation of this Chapter or located on private property without the permission of the property owner, may be removed by authorized City staff. The sign will be held for 10 days by the City prior to destruction. If the name and address of the person responsible for the sign can be reasonably ascertained, the City shall provide at least seven days written notice by first class mail to the sign owner stating the location of the sign, the fact it will be destroyed, and the cost for recovering the sign.

1. Agency Relationship. Persons posting signs within the City are responsible for knowing the City's sign regulations. Any person posting signs is deemed the agent of any other person who paid for or directed the manufacture or posting of the signs. These persons shall be individually and severally liable to the City for the costs of abatement of any illegal signs, as well as criminally liable for violations of this Chapter.
 2. Costs. The fees to be charged for the removal and storage of non-conforming signs shall be established by resolution of the City Council in the City's fee schedule and shall not exceed the City's estimated reasonable cost for the removal and storage of the signs. The Director of Community Development shall review such fees as appropriate and recommend any necessary adjustments to the City Council.
- C. Violations. Nothing in this Chapter shall limit the City from pursuing administrative, civil, or criminal citations or to abate public nuisances or violations of this Chapter in accordance with Chapters 1.08 and 1.10 of the Orange Municipal Code.

17.36.100 – Sign Design Guidelines

Sign proposals shall substantially conform to the Sign Design Guidelines, as may be adopted and amended by resolution of the City Council and incorporated into this Zoning Ordinance by reference.

17.36.110 - Billboards.

- A. Prohibition. Notwithstanding any other provision of this code, except for the relocation of existing billboards pursuant to this section, no new billboards shall be constructed within the City limits. For purposes of this section, "relocation" includes the removal of a display and construction of a new display to substitute for the display removed, as defined in California Business and Professions Code Section 5412.
- B. Relocation of Existing Billboards. An owner of an existing billboard located within the City may apply for a billboard relocation subject to the following procedure and criteria:
 1. Process. An applicant for a billboard relocation shall file an application for Minor Site Plan Review approval with the City, pursuant to Orange Municipal Code Section 17.10.060.
 2. Criteria. The Community Development Director shall apply the following criteria in making their determination on the site plan:
 - a. The structure shall be constructed on two or less steel supports;
 - b. The relocation site shall be at least 500 feet from any other existing billboard structure, and shall also comply with the distance requirements set forth in subsection E below, if applicable;
 - c. Except as otherwise provided in subsection F, the height of the top of the sign face shall not exceed 60 feet, as measured from finished grade;
 - d. The structure shall incorporate aesthetically pleasing architectural elements to the extent feasible so as to promote compatibility with surrounding properties;
 - e. The applicant shall present proof of compliance with any applicable state or federal law requirements relating to billboard signing and freeway location;
 - f. The structure shall not result in a significant adverse aesthetic impact upon any surrounding residential neighborhoods or exceed the illumination thresholds set forth in this section.
 3. Conditions of Approval. The Community Development Director may require reasonable conditions of approval to protect the public health, welfare, and safety of the community.
 4. Findings. The Community Development Director shall make a finding in approving such a request that the construction of the structure and approval of the minor site plan review

will not have an adverse effect on the public health, welfare, and safety of the community.

- C. Publicly Caused Billboard Relocations. Any proposal to relocate an existing billboard structure, which relocation is caused by a City or state project, shall be subject to the minor site plan review process above.
- D. Electronic Billboards Within the Freeway Corridor.
 - 1. For purposes of this section, the following terms shall have the following meanings:
 - "Billboard" has the same meaning as those advertising displays defined in California Business and Professions Code Section 5202.
 - "Electronic billboard" means an internally or externally illuminated billboard that utilizes digital message technology capable of instantaneously changing the static message or copy on the sign electronically.
 - "Freeway corridor" means the area within the City comprised of the land within 300 feet of either edge of the right-of-way of the following freeways: California Interstate Highway 5; California State Route 22; California State Route 55; and California State Route 57.
 - 2. Notwithstanding any other provision of this code, subject to the discretionary approval of a minor site plan review application above, entry into a relocation agreement with the City in accordance with Business and Professions Code Section 5412, and compliance with the additional requirements set forth below, the owner of an existing billboard within the City may convert a static copy billboard to an electronic billboard, provided such billboard is located within the freeway corridor, subject to approval of a Minor Site Plan Review application pursuant to subsection B above.
 - 3. In addition to such conditions as may be imposed pursuant to approval of a Minor Site Plan Review application for a billboard relocation pursuant to subsections (B)(3), above, electronic billboards shall be subject to the following criteria and conditions:
 - a. An electronic billboard may only be located within the freeway corridor.
 - b. Electronic billboards shall comply with all applicable location, distance, size, operational, permit or licensing, and/or other requirements or limits imposed by federal, state or local law, including, without limitation, the California Outdoor Advertising Act, California Business and Professions Code Section 5200 et seq., and its implementing regulations, including applicable amendments thereto. To the extent a conflict arises between any provisions of this section and applicable federal, state or local law, unless otherwise preempted, local law shall control.
 - c. Each sign face of an electronic billboard shall be oriented primarily for viewing from the freeway corridor and away from any residentially zoned property.
 - d. No electronic billboard shall be located on or within 300 feet of any property zoned single-family residential, as measured from the base of the structural support column of the electronic billboard to nearest property line.
 - e. Each electronic billboard proposal must have undergone the proper level of environmental analysis required under the California Environmental Quality Act.
- E. No electronic billboard shall be located within 500 feet of any other billboard located on the same side of the freeway or within 1,000 feet of any other electronic billboard or on-premises electronic sign located on the same side of the freeway.
- F. The permitted height of an electronic billboard shall be determined through the Minor Site Plan Review process and shall be limited to the maximum height necessary to ensure adequate visibility of the display from the freeway corridor, however in no event shall an electronic billboard exceed 60 feet in height, as measured from finished grade to the top of the billboard

structure, or in the case of the conversion of an existing billboard, the height of the existing billboard, whichever is greater.

- G. The area of each electronic billboard sign face, including framing and trim, shall not exceed 680 square feet.
- H. Electronic billboard displays shall contain still or static messages or images only, and no part of the sign structure or image being displayed may move or present the appearance or optical illusion of movement, or include flashing, blinking, or traveling lighting, the varying of light intensity, or any other means not providing constant illumination. Each static message or image shall be displayed for a minimum of eight consecutive seconds before changing, and the transition or blank screen time between one display message and the next shall not exceed one second.
- I. The maximum intensity of light output produced by an electronic billboard display shall not exceed 0.3 foot-candles above the ambient light level at any time, as measured using a footcandle meter at a distance of 250 feet, and shall otherwise comply with Section 5403(g) of the Outdoor Advertising Act and Section 21466.5 of the California Vehicle Code.
- J. Electronic billboard owners and/or operators shall make space available for the display of emergency messaging in accordance with local, regional, and/or state protocols.
- K. As a condition to approval of the relocation and/or conversion of a billboard to an electronic billboard, the owner of the electronic billboard shall execute a relocation agreement with the City pursuant to California Business and Professions Code Section 5412 on terms approved by the City Council in its sole and absolute discretion. At a minimum, such a relocation agreement shall: (1) require the permanent removal of a minimum of five existing billboard faces within the City or visible from a City street for each relocated electronic billboard consisting of two faces; (2) provide for mitigation by the owner of aesthetic and/or other impacts caused by the electronic billboard(s); (3) require the owner to comply with any and all required mitigation measures, conditions of approval, and applicable provisions of this section and this code; (4) require notice to be mailed to all residential property owners located within 500 feet of the proposed electronic billboard installation, 14 days prior to City Council consideration of the relocation agreement; (5) provide for the payment by the owner of applicable fees and costs; (6) require each owner to indemnify, defend and hold harmless the City from any and all claims, lawsuits, awards and judgments, including any reasonable attorney's fees and court costs, that may arise from the approval of the relocation and/or conversion of a billboard to an electronic billboard and/or the removal of other existing billboards, pursuant to this section or any other provision of the code, subject to the terms of the agreement; (7) require the owner(s)/operator(s) of the electronic billboard to donate up to 10% of the total advertising time on the electronic billboard to community events, as requested by the City Manager; and (8) any other terms and conditions the City may find reasonable in approving said agreement, and consistent with applicable law. Nothing herein shall be construed to require the City to enter into such an agreement or to allow the relocation of an existing billboard or the conversion of an existing billboard to an electronic billboard.
- L. The owner of an electronic billboard authorized pursuant to this section may, at its sole option, remove the digital display from the billboard structure at any time, for any reason, and temporarily or permanently replace such digital display with state-of-the-art nonelectronic static sign faces of the same or smaller dimensions.

SECTION XXI:

Section 17.46.050 of the Orange Municipal Code, "Permit-Application" is hereby amended as follows:

Applications for permits to conduct special events shall be filed on forms furnished by the

Department of Community Development at least 14 days prior to the beginning date of the event. The Director of Community Development may exempt an applicant from the 14 day application prior to the beginning of an event provided the applicant files a declaration under penalty of perjury that the nature of his or her business activities does not permit advance knowledge by the applicant of the time of the particular "special event."

Applications for special events shall contain the following information:

- A. The name and address of the sponsoring business or organization;
- B. The exact location where the event is to be staged;
- C. The name and address of the operator or operators of the event to be conducted;
- D. A list of communities where the event has been previously conducted by the operator or operators of the proposed event;
- E. The number and types of rides, games, shows, displays, and other individual concessions comprising the event, including all food stands and food vehicles;
- F. The number of persons who will be engaged in conducting the event;
- G. A plot plan showing the entire property in addition to that portion of the property to be used to store equipment and to conduct the special event, including an exact description and plot plan describing the total extent of any off-street parking area which would be occupied for the purpose of conducting the special event and storing the equipment incident thereto;
- H. Plans showing the location, dimensions, square feet, and type of sign or advertising device associated with the event; and
- I. Such other information as shall be required by the Director of Community Development.

SECTION XXII:

Section 17.46.080 of the Orange Municipal Code, "Conduct of Operation" is hereby amended as follows:

The following regulations shall govern the operations of any special event for which a permit has been issued by the Director of Community Development. Violation of any such regulations shall constitute a misdemeanor and be considered grounds for immediate revocation of such permit.

- A. No more than two permits for similar events shall be issued for a location within one year. For the purposes of this chapter, a commercial or business center which utilizes a shared parking lot shall be considered one location.
- B. Any special event involving dangerous animals shall be reviewed and approved by both the City and the Health Officer of Orange County, his or her agents or deputies.
- C. All local and state laws and regulations shall be complied with.
- D. The physical layout of the area set apart for the conduct of the special event, including area used for installation or storage of all equipment, shall not occupy more than 15% of the parking area designed to serve the business or shopping center is used for these purposes.
- E. Before erecting any structures, an additional application must be made to the Building Official. All applicable building codes must be complied with. Permits issued by the State Division of Industrial Safety must be furnished to the Building Official before the erection and operation of any ride. No rides, amusement devices or concessions shall be put into operation until inspected and approved by the Building Official; provided, however, that any such inspection or approval by the City, or any employee thereof, does not guarantee that the ride, amusement

device, or concession is structurally or operationally safe. Each ride shall have a sign displayed at the entrance to the ride and visible to all patrons containing the message that any person using the equipment does so at his/her own risk.

- F. No games shall be conducted at a special event until inspected and approved by the Police Chief. In any event, no games shall be conducted which violate any laws of the State or any other provisions of the City of Orange Municipal Code.
- G. Any and all facilities for the dispensing of food and beverages shall be inspected by the Orange County Health Department to ensure compliance with all applicable food handling regulations.
- H. No trailers, tents or other temporary living quarters shall be allowed on the premises where the special event is to be conducted except upon approval of the City Council based on a finding that no hazard to public health or safety will result from such approval.
- I. I. No special event shall operate after 11:00 p.m. of any night.
- J. The special event shall not be operated for any period longer than nine consecutive days from the opening date specified on the permit.
- K. Signs, advertising devices, and other approved outdoor displays shall substantially conform in size and location to the plans approved for the permit and conform with signage requirements specified in Chapter 17.36 and the Temporary Use Permit Signage Provisions in Orange Municipal Code Section 17.10.035.
- L. The Director of Community Development shall have discretion to require the posting of a cash deposit to ensure that administrative costs may be satisfied and that the premises on which this special event is being conducted will be left in a clean and orderly condition.

SECTION XXIII:

If any section, subdivision, paragraph, sentence, clause or phrase of this Ordinance is for any reason held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have passed this Ordinance, and each section, subdivision, paragraph, sentence, clause and phrase thereof, irrespective of the fact that any one (or more) section, subdivision, paragraph, sentence, clause or phrase had been declared invalid or unconstitutional.

SECTION XXIV:

The City Clerk is hereby directed to certify the adoption of this Ordinance and cause the same to be published as required by law. This Ordinance shall take effect thirty (30) days from and after the date of its final passage.

ADOPTED this ____ day of _____, 2026.

Daniel Slater, Mayor, City of Orange

ATTEST:

Pamela Coleman, City Clerk, City of Orange

STATE OF CALIFORNIA)
COUNTY OF ORANGE)
CITY OF ORANGE)

I, PAMELA COLEMAN, City Clerk of the City of Orange, California, do hereby certify that the foregoing Ordinance was introduced at the regular meeting of the City Council held on the ___ day of _____, 2026, and thereafter at the regular meeting of said City Council duly held on the ___ day of _____, 2026 was duly passed and adopted by the following vote, to wit:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:

Pamela Coleman, City Clerk, City of Orange

City of Orange Sign Design Guidelines

- I. **PURPOSE:** The City Sign Design Guidelines are intended to convey the fundamental expectations the City has for context-appropriate wall-mounted and freestanding permanent signs.
- II. **BACKGROUND:** These guidelines are intended to supplement the sign code to demonstrate appropriate sign design principles and facilitate flexibility for creative and innovative signs that will be effective, promote compatible aesthetics, and improve the appearance of business corridors.
- III. **GOALS AND OBJECTIVES:** The primary goal of these guidelines is to ensure that new and replacement signage respect and are responsive to their physical context. The key objectives of the Guidelines are:
 1. To provide guidance and direction to business and property owners on appropriate sign design.
 2. To enhance streetscape integrity of the City's business corridors
 3. To strengthen property values
 4. To provide an attractive environment for existing businesses and a welcoming environment to businesses considering the City of Orange
- IV. **RELATIONSHIP TO GENERAL PLAN:** The City of Orange General Plan serves as a roadmap for long-term development in the City. The General Plan identifies goals related to preserving community character, while encouraging and accommodating new development. These sign guidelines fulfill the following summarized signage goals from the General Plan:
 1. Promote community identity by ensuring design standards are in context and compatible with the design and style of nearby development
 2. Promote high quality urban design to convey a positive image and contribute to economic vitality and perception of the City
 3. Emphasize street oriented signage
 4. Actively promote the City as a place to shop and conduct business by cultivating an appealing business environment
 5. Improve economic viability of business districts through aesthetic enhancement and elimination and prevention of physical deterioration and economic obsolescence
 6. Deter visual impacts and improve visual and spatial experience with a pleasant streetscape that directs motorists and pedestrians to destinations and away from hazards
 7. Renovate and upgrade older developments.
 8. Develop design guidelines encouraging attractive development and clear signage, without increasing costs or barriers to economic development.
- V. **APPLICABILITY:** The Sign Design Guidelines apply to all permanent signs. These guidelines complement the mandatory sign regulations established in Orange Municipal Code Section 17.36.050 (Standards for Permanent Signs). Signage located within the boundaries of the Old Towne Historic District are subject to compliance with the Old Towne Design Standards. A copy of these standards is located on the City website.
- VI. **GENERAL SIGN DESIGN GUIDELINES:** These general sign design guidelines will be utilized during the review of any permit for a sign or sign program to ensure the highest level of design quality, while at the same time providing the flexibility

necessary to encourage creativity on the part of the sign designer. However, unless there is a compelling reason, these design guidelines shall be observed.

1. Use a Brief Message. The fewer words used, the more effective the sign. A sign with a brief message is quicker and easier to read, looks cleaner, is more effective in conveying its message, and is more attractive.
2. Avoid Overly Intricate or Peculiar Fonts. Signs utilizing very intricate font styles are generally difficult to read and reduce a sign's ability to communicate effectively. Signs with peculiar fonts may become dated.

EXAMPLES OF SIGNS WITH A BRIEF MESSAGE AND SIMPLE FONT STYLE



3. Emphasize One Line of Text. Signs with more than one line of text should emphasize one line over the others to enhance the message conveyed.
4. Limit the Number of Fonts. The primary purpose of a sign is to quickly convey information to motorists and pedestrians. The use of more than two font styles makes the sign harder to read.
5. Sign Colors and Materials. Sign colors and materials should be selected so that they contribute to sign legibility and design integrity. Even the most carefully thought out sign may be unattractive and unsuccessful at communicating due to poor color selection. Too many different colors compete with the sign's content for a viewer's attention and makes the sign less effective. Sign materials shall be durable and weather-resistant.
6. Provide Contrast Between Background and Letters/Symbols. Effective signs use high contrast between the sign's letter/symbol color and its background color. If there is little contrast in the hue (shade or tint) and/or intensity (brightness) between the background and letter/symbol colors, it will be difficult to read.

EXAMPLES OF SIGNS WITH A SIMPLE COLOR PALETTE, LIMITED FONTS, AND GOOD CONTRAST



7. Graphic Relief. The use of individual lettered business and logo design, or where appropriate, signs containing sign copy, logo, and/or decorative embellishments in relief on the face of the sign enhances the readability of the sign and projects a positive image of the business or use. Signs should be designed to provide three-dimensional relief, i.e. be raised above, or set below the sign background.

EXAMPLES OF RAISED LETTER SIGNS



8. Sign Placement. Signs should be placed at or near the entrance of a site or building to show the most direct access to the business.

EXAMPLE OF WELL-PLACED SIGNS EMPHASIZING A BUILDING ENTRANCE



9. Proportion, Scale and Rhythm of Sign Placement. Signs should be placed consistent with the proportions and scale of building elements within a building's façade:
- A large sign may fit well on a large, plain wall area, but should not overpower a finer scale and proportion by placement above a small storefront.
 - Signs should be used to establish rhythm, scale, and proportion on a façade where these elements are weak in the building design. On buildings with plain façade, signs should be used to establish or continue appropriate design rhythm, proportion, and scale.
 - The proportion of letter area to sign background area shall be carefully considered. If the letters take up too much of the background area, they will be harder to read. Generally, large letters are not necessarily more legible than smaller ones. Letters shall not appear to occupy more than 70 percent of the sign's background area.

EXAMPLES OF SIGNS WITH GOOD PROPORTION, SCALE, AND RHYTHM



10. Complementary Sign Design. Where there is more than one sign for a business (e.g., single-tenant buildings) or group of businesses (e.g., multiple tenant buildings, commercial centers, or business or industrial parks), all signs, and sign programs, should be designed to ensure consistency of sign design and be complementary to one another in the following ways:

- a. Type of construction materials used in the sign body, sign copy, sign base, supports, etc.);
 - b. Letter size and style of copy;
 - c. Sign background color and material, if utilized;
 - d. Method and design of sign support (wall mounting or monument base);
 - e. Configuration of sign area; and
 - f. Proportion of sign copy area to background.
11. Artistry and Innovation. The use of artistry and innovation is encouraged in sign design to make the sign stand out and draw attention to the use or activity it is advertising. It can also improve the overall appearance of a building or neighborhood.
 12. Compatibility. Signs should be designed to be compatible with the overall appearance of the property upon which it is placed and the context of the surrounding area.
 13. Sign Scale. Signs should be designed and placed relative to who the intended viewer will be. Signs intended to be read by pedestrians (i.e. usually read from a distance of 15 to 20 feet) shall be smaller in scale than a vehicle-oriented sign which is designed to be viewed from a much greater distance. In general, the closer the sign's viewing distance, the smaller the sign needs to be.
 14. Freestanding Signs. Freestanding signs should incorporate the materials and architectural features used in the building(s) they serve. Freestanding signs are most effective when placed perpendicular to approaching vehicular traffic.

EXAMPLE OF A FREESTANDING SIGN INCORPORATING THE ARCHITECTURAL DETAILS OF THE MAIN BUILDING



15. Building Mounted Signs. Building mounted signs such as wall and fascia signs shall be designed to be compatible with the predominant visual elements of the building.

16. Sign Type Examples:

EXAMPLES OF HALO ILLUMINATION



EXAMPLE OF BALLOON BOBBER SIGNS



EXAMPLES OF BUILDING IDENTIFICATION SIGNS



EXAMPLE OF A CANOPY SIGN



EXAMPLES OF FEATHER BANNER SIGNS



EXAMPLE OF PENNANT SIGNS



EXAMPLES OF RAISED LETTER SIGNS



EXAMPLES OF SINGLE-COLOR AND TWO-COLOR LED SIGNS



EXAMPLES OF PAN CHANNEL LETTER AND RAISED LETTER SIGNS



EXAMPLE OF A SIGN WITH A SIMPLIFIED LOGO

