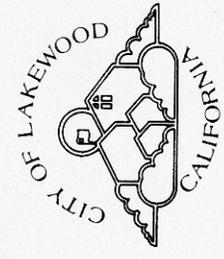




DRB HANDBOOK

SIGNS



The General Plan of the City of Lakewood has been established to guide and promote the orderly growth and development of the community. The goals of the City, specified in the General Plan, are carried out, in part, through the architectural review of all development within the municipality. The Development Review Board (DRB) has been created to administer this process and consists of a registered architect, a landscape architect, and the Director of Community Development. Prior to plan check, development proposals are reviewed by the Board to insure that the design enhances both individual property values and the general aesthetic character of the City. Signs in the City of Lakewood are used for identification rather than advertising purposes. Applications reviewed at a DRB meeting will be given approval, conditional approval, or denial, based on the Board's policies and the direction of the City Council. Once DRB approval is obtained, building plans may be submitted for plan check, after which building permits are issued and work can begin.

DRB approval is required for any new permanent sign, and for any addition to or modification of an existing sign in the City of Lakewood. Modification of signs includes replacing or changing the plastic in existing signs. Temporary signs require a temporary sign permit, subject to Community Development Department review and are not subject to DRB approval.

MEETING SCHEDULE

DRB meetings are held the:

SECOND AND FOURTH WEDNESDAYS OF EACH MONTH

Residential Review - 9:20 A.M.

Commercial and Industrial Review - 11:00 A.M.

PLANS MUST BE SUBMITTED SEVEN DAYS BEFORE THE NEXT SCHEDULED DRB MEETING

There is no fee for development review. Meetings are informal in nature and open to the public.

APPEALS

All decisions of the Development Review Board can be appealed to the Planning Environment Commission. An appeal, in writing, must be filed with the Community Development Department within five (5) City business days after notice of the DRB decision. In addition, a \$35.00 fee is required to cover administrative processing costs. The Commission will decide on the merits of your arguments for reversal of the DRB decision. The Planning Environment Commission's decision, in turn, can be appealed to the City Council.

If you have any questions concerning the development review process, or the DRB, please contact the Community Development Department, Planning Section at (213) 866-9771.

SUBMITTAL REQUIREMENTS: SIGNAGE

- / / Development Review Board Application Form.
- / / Two (2) fully dimensioned copies of sign copy, including one (1) color copy, or photographs of the same.
- / / Two (2) copies of elevations, including the following:
 - Dimensions of the building and the facade on which the sign is to be located.
 - Height of proposed sign from existing grade level.
 - Means of lighting, shielding diffusers and type, and wattage of bulbs.

- / / Two (2) copies of site plan showing location of sign in relation to buildings and structures on premises.
- / / Photographs of proposed sign location and surrounding properties.

SIGN REGULATIONS AND CRITERIA

The sign regulations are designed to provide standards for signs in the City to promote the public convenience and prosperity, conserve the value of land and buildings, promote commercial and business development and guard the public safety. Sign regulations help to meet the aesthetic goals aimed at maintaining a sense of identity and pride in the beauty of Lakewood.

The following are principles and criteria to keep in mind when preparing for your DRB submittal:

- * Signs should be compatible with the visual image and architectural design of surrounding buildings and landscaping.
- * Human scale should be maintained.
- * Signs of individual businesses or property owners should not be allowed to visually conflict and interfere with other signs.
- * Signs should primarily contain only that information necessary to identify the businesses or uses on the lot on which the signs are located.
- * Signs for shop identification shall be limited to those areas below the top of the fascia, where sufficient fascia height exists or in the case of new construction the signing should be limited to the fascia/sign band.

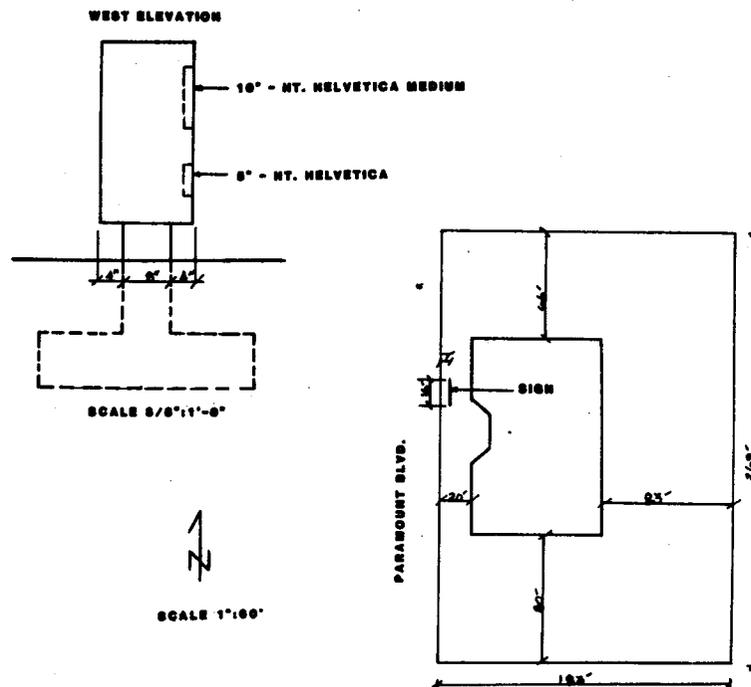
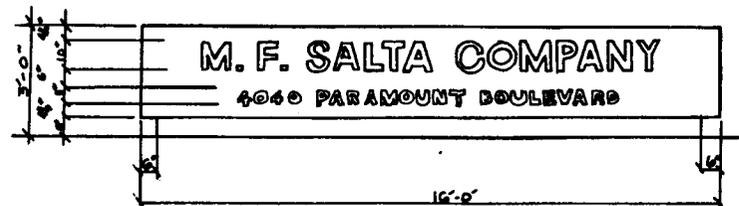
- * Individual tenant logos (insignia) are encouraged when tastefully executed but their size must not exceed that allowed for individual letters.
- * Individually illuminated or back-lit, cut-out letters are encouraged, but certain instances involving existing adjacent signing of another type may override this criteria.
- * Names of merchandise sold should not become a portion of the sign unless they are intricate parts of the shop names.
- * No flashing or animation of signs will be permitted, nor will exposed electrical tubing or junction boxes be allowed.
- * Specific sign requirements should be incorporated into the owner-tenant agreements.

I. **9506. SIGNS IN COMMERCIAL ZONES.** Signs in commercial zones subject to the general limitations shall also be subject to the following conditions and limitations:

A. FREE-STANDING SIGNS.

1. The number of free-standing signs permitted shall be one (1) sign per each integrated commercial site.
2. No free-standing sign shall be placed closer than twenty-five (25) feet from a common lot line; however, this limitation shall not apply to those secondary frontages which are twenty-five (25) to seventy (70) feet wide and which are used for access to the lot.
3. No individual free-standing sign shall exceed twenty-five (25) feet in height.

4. The sum of the overall height and width of a low free-standing sign shall not exceed nineteen (19) feet. The overall width of a high free-standing sign shall not exceed that sign's overall height.
5. The area, as defined herein, of any free-standing sign shall not exceed one hundred twenty (120) square feet.



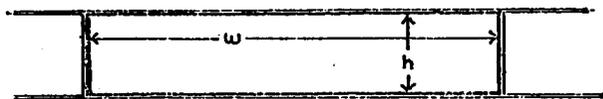
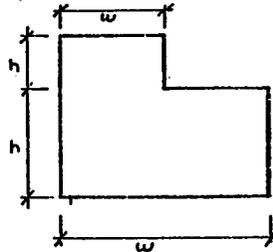
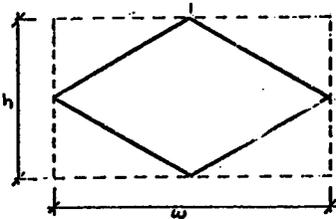
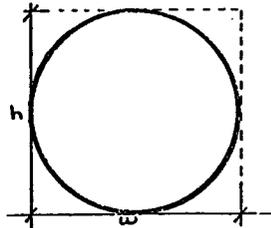
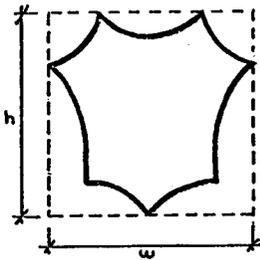
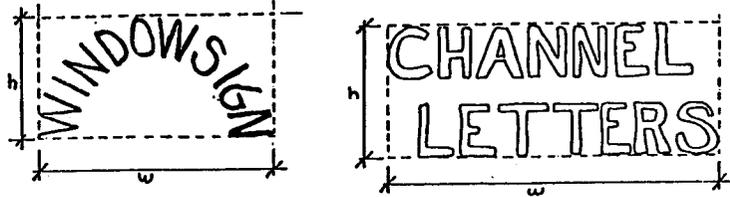
PLOT PLAN AND ELEVATION FOR A LOW FREE-STANDING SIGN SUBMITTAL

B. NON-FREE-STANDING SIGNS.

1. No sign may be placed on a building elevation which faces a residential zone less than 50 feet away from that sign.
2. DETERMINING THE PRIMARY ELEVATION. The primary elevation of a business shall be directly abutting either a street or a parking area. If there is a choice, a business owner may choose which elevation is considered the primary elevation, except that in a multi-tenant building the owner must choose an elevation which is adjacent to a contiguous business primary elevation.
3. SECONDARY ELEVATIONS. Any elevation of a building not determined to be a primary elevation shall be considered a secondary elevation.
4. ALLOWABLE SIGN AREA. Allowable sign area will be determined for each business or commercial enterprise requesting a sign. The sign area to be allowed on any building face or elevation of a business shall be calculated as a percentage of the area of the elevation occupied by the business. However, no wall or roof area more than twenty-five (25) feet above the average ground level shall be considered in calculating allowable sign area. All permanent signs, including permanent window signs and excepting exempt signs shall be included in summing the area of actual signage.
 - a. The allowable sign area for a primary elevation of a business shall not exceed 20% of the area of the first 25 feet in height of that elevation, and shall not exceed a maximum of 200 square feet.

AREA OF A SIGN

$w \times h = \text{SIGN AREA}$



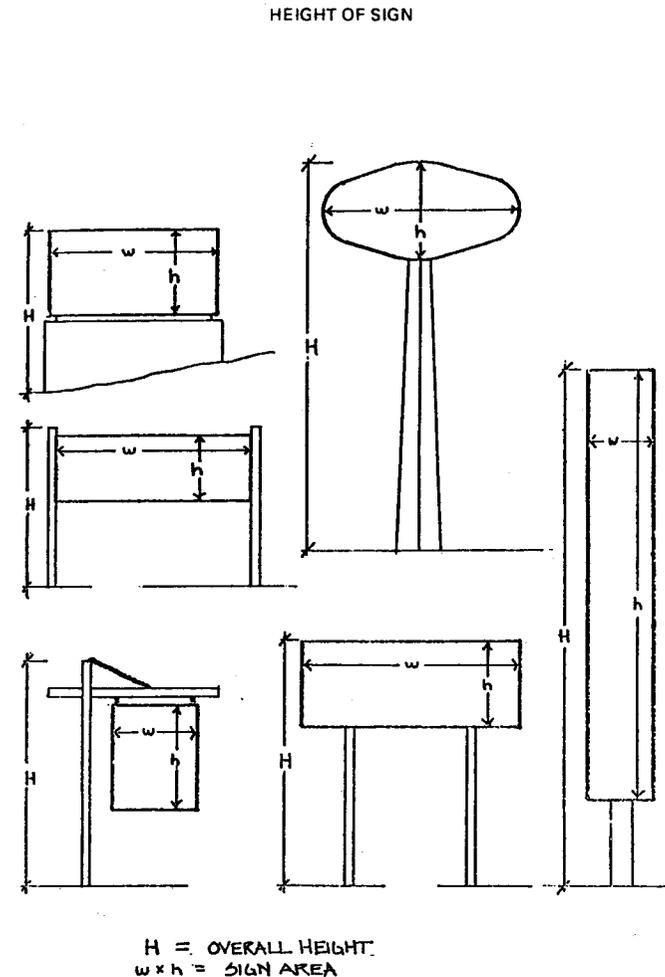
AREA OF SIGN. The entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of writing, representation, logo, or any figure of similar character, together with any frame, background area, structural trim, or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The supports or uprights on which any such sign is supported shall not be included in determining the sign area unless such supports are designed in such a manner as to form an integral background of the display. The area of signs with two faces shall be considered to be the area of the largest face. The area of signs with three or more faces shall be considered to be the area of the largest face or one-half the area of all the faces, whichever is greater.

- b. The allowable sign area for a secondary elevation of a business shall not exceed 5% of the area of the first 25 feet in height of that elevation, and shall not exceed a maximum of 50 square feet.
- c. The total area of permanent window signs on a particular elevation may not exceed 25% of the total window area on that elevation.
- d. Projecting signs shall not exceed four (4) square feet in area per face.
- e. Under canopy signs shall not exceed four (4) square feet in area per face.

5. LOCATION OF SIGNS.

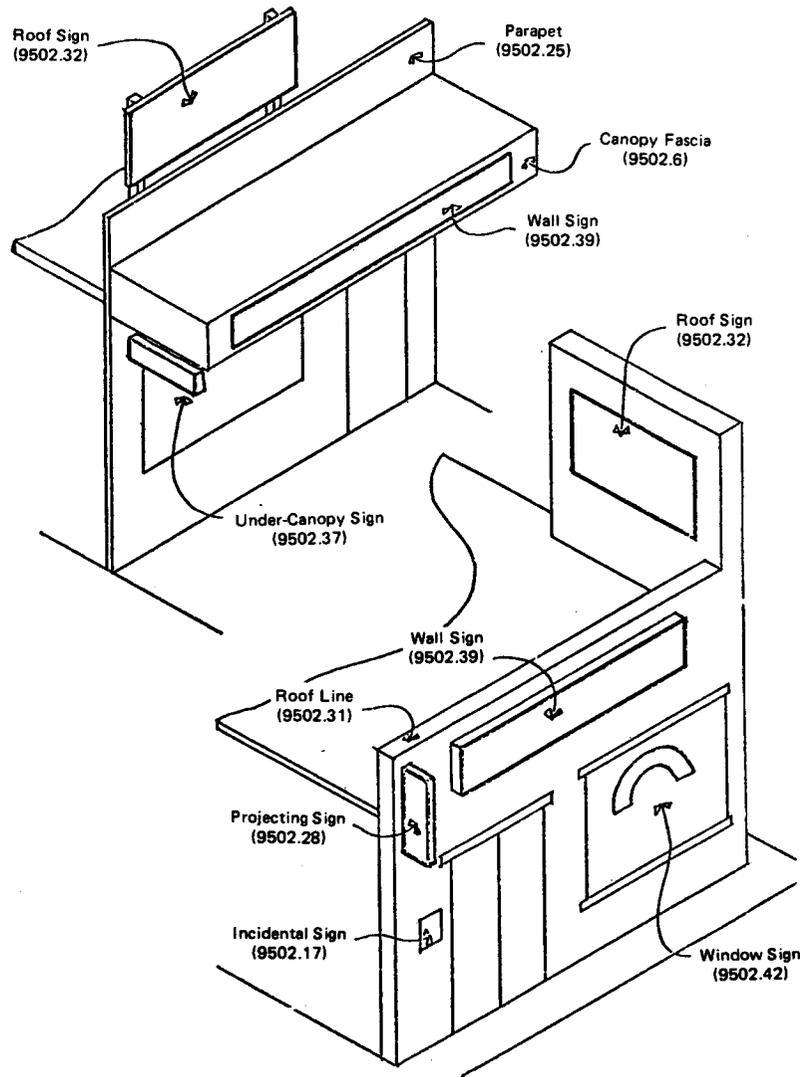
- a. No sign shall project above the parapet, canopy fascia, or wall to which it is attached, or above the roofline if it is attached to the roof.
- b. Wall and roof signs shall not project horizontally more than 18 inches from their attachment to the building.
- c. Projecting and under canopy signs shall have a minimum clearance above grade of eight (8) feet over walkways and twelve (12) feet over driveways.

- 6. DIMENSIONS OF SIGNS. Sign dimensions shall be consistent with the limitations on sign area and location mentioned herein. Projecting and under canopy signs shall be no larger than twelve (12) inches thick from face to face.



Added January, 1982

HEIGHT OF SIGN. The height of a sign shall be the overall height of the sign above curb grade, including all structure.



Added January, 1982

Sign placement illustration

II. 9509. SIGNS IN MANUFACTURING ZONES. If there is no manufacturing use on a lot, any use that is also permitted in a commercial zone shall be subject to the same conditions for signage as apply in the commercial zones. If there is a manufacturing use on a lot, all signage on the lot shall be subject to the specified conditions for signage in commercial zones, except that high free-standing signs, advertising signs, projecting signs, and under canopy signs are prohibited.

III. 9510. SIGNS IN THE O-S ZONE. The following signs if not prohibited by Section I, shall be allowed in any O-S zone, subject to the general provisions of Section II, and the following conditions and limitations:

- A. One (1) low free-standing type sign shall be permitted for each parcel of land on record, provided that the exclusive use of the sign is to identify the primary use of the parcel, the maximum height of any sign shall be five (5) feet from the finished grade to top of the sign, and the sign area shall not exceed 20 square feet.
- B. One (1) wall sign shall be permitted per building provided that the sign shall not exceed 20% of the area of the building elevation and it does not project more than 18 inches horizontally from the wall of the building.

IV. 9511. SIGNS REQUIRING CONDITIONAL USE PERMIT.

A. The City Council hereby finds that the erection, construction, or maintenance of certain signs can adversely affect the development of surrounding areas for residential, commercial, or other uses. Signs become an obvious element of the City's streetscape and environment. Signs also can provide a significant resource to commercial activity and growth. It is the intent of the City to enhance the business environment, as well as the aesthetics and image of the community. It is the purpose of this Section to prevent harmful effects and to promote the public convenience, health, safety and general welfare.

B. The following signs shall be subject to the regulations of this Part, in addition to the requirements for a conditional use permit as hereinafter provided.

C. In commercial zones an on-premises readerboard, electronic message board, or changeable copy sign may be subject to the following:

1. No sign shall be located within 200 feet of any land zoned for residential use.
2. No sign shall exceed a height of twenty-five (25) feet.
3. No non-free-standing sign shall exceed fifty percent (50%) of the allowable sign area for the elevations upon which they are placed.

D. In the commercial zones, off-premises advertising and billboards may be permitted by conditional use permit subject to the following:

1. No off premises advertising shall be in the public right-of-way.

2. No sign shall be located within 200 feet of the boundaries of any land zoned for residential use.

3. Any off-premises sign with any form of illumination shall have an automatic time clock regulating hours of sign illumination not beyond the hours of 6:00 A.M. to 12 Mid-night.

4. No more than one (1) off-premises sign per integrated commercial site.

5. No off-premises sign shall exceed a height of twenty-five (25) feet.

6. No off-premises sign shall be located adjacent to a landscaped freeway.

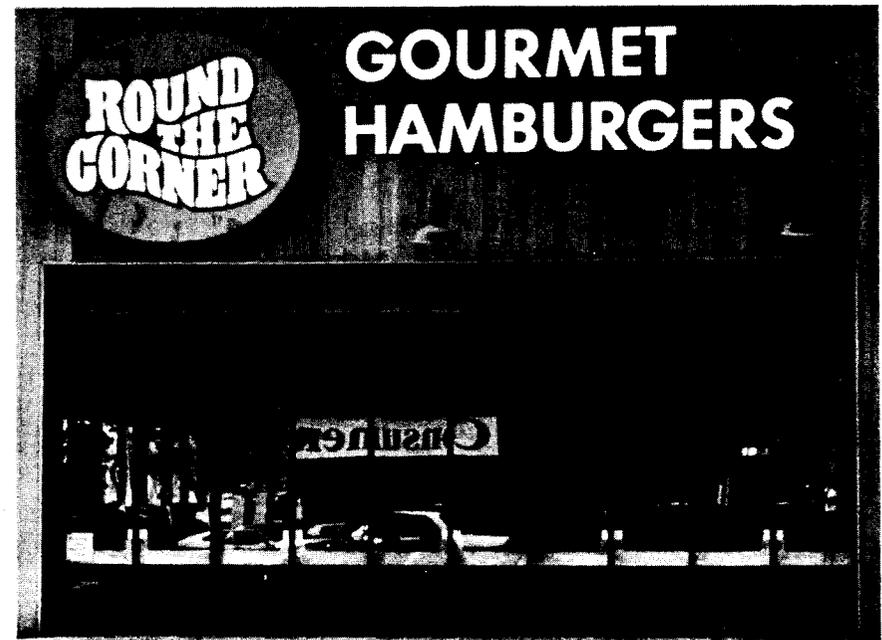
7. No non-free-standing off-premises sign shall exceed fifty percent (50%) of the allowable sign area for the elevation on which they are placed.

E. In the commercial zone on-premises free-standing signs in excess of twenty-five (25) feet in height may be allowed by a conditional use permit subject to the following:

1. No free-standing sign over twenty-five (25) feet in height shall be erected, constructed, or maintained on an integrated commercial site with five hundred (500) feet of frontage or less, or which is six hundred (600) feet or further from a freeway off-ramp.

2. No free-standing sign shall exceed a maximum height of fifty (50) feet.

3. The Planning and Environment Commission shall make a finding in each case, determining optimum height in consideration of the lot, use, location, streetscape, adjacent properties and exposure.
 4. No more than one (1) sign in excess of twenty-five (25) feet shall be permitted per integrated commercial center of less than two thousand (2,000) feet of frontage.
- F. In the commercial and manufacturing zones, free-standing signs in excess of one (1) per integrated commercial center may be allowed by conditional use permit subject to the following.
1. The Planning Environment Commission shall make a finding determining adequate need for an additional sign in consideration of the lot, size, number of tenants thereon, lot configuration, streetscape and exposure.
- G. In the C-4 zone, low free-standing signs in excess of the one free-standing sign allowed per integrated commercial center may be authorized by conditional use permit upon a finding and determination of the need for such additional sign because of lot size, number of tenants thereon, lot configuration, streetscape, and exposure. Removal or elimination of pre-existing sign clutter and non-conforming signs is also a factor to be considered.
2. No more than one (1) additional free-standing sign shall be granted a conditional use permit per each integrated commercial center with less than two thousand (2,000) feet of frontage.



Fascia signs with tastefully limited lettering copy help minimize the problem of sign cluttering.

VI. 9505. LIMITATIONS ON PERMANENT SIGNS

A. ILLUMINATION

1. No sign over three (3) square feet in area shall be wholly or partially illuminated by unshielded lighting of any type, including exposed incandescent bulbs or neon tubes.
2. No sign shall use mirrors reflecting a direct light source, or utilize flashing, blinking, or "running" lights.
3. Any on-premises sign erected with any form of illumination shall have an automatic time clock regulating hours of sign illumination to the hours of business operation only.
4. Any off-premises sign erected with any form of illumination shall have an automatic time clock regulating hours of sign illumination not beyond the hours of 6:00 A.M. to 12 Mid-night.

B. PERMANENT SIGNS FOR ADVERTISING.

1. Six (6) square feet of permanent window advertising signage will be permitted per elevation.
2. Identification signs are permitted no more than three (3) words describing services, products, or brands.
3. Advertising signs may be erected, constructed or maintained subject to Section VI.
4. No other permanent signs shall advertise or display the name, brand name or manufacturer's name of any product, article, or service unless these names are included in the name identifying the business.

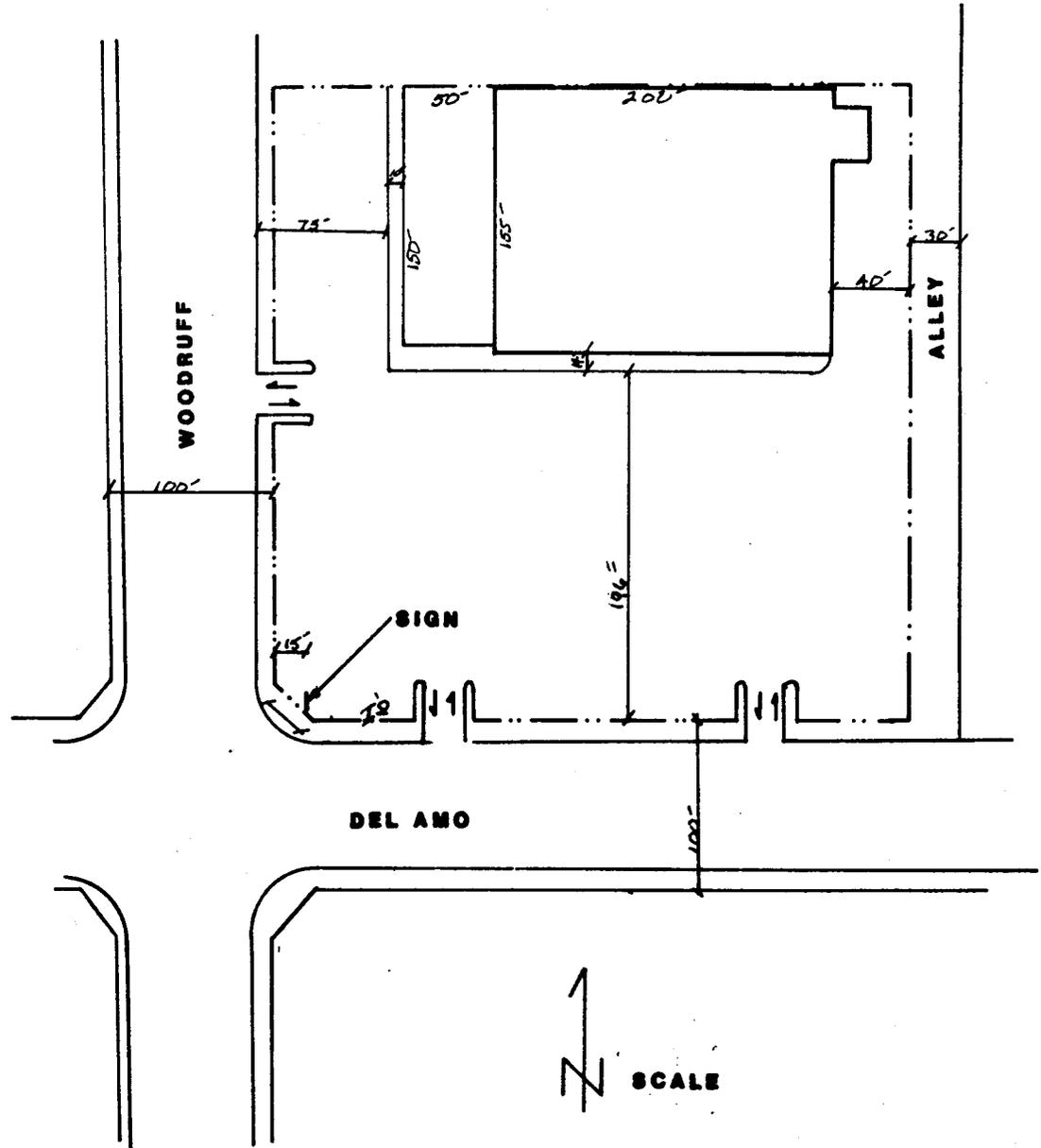
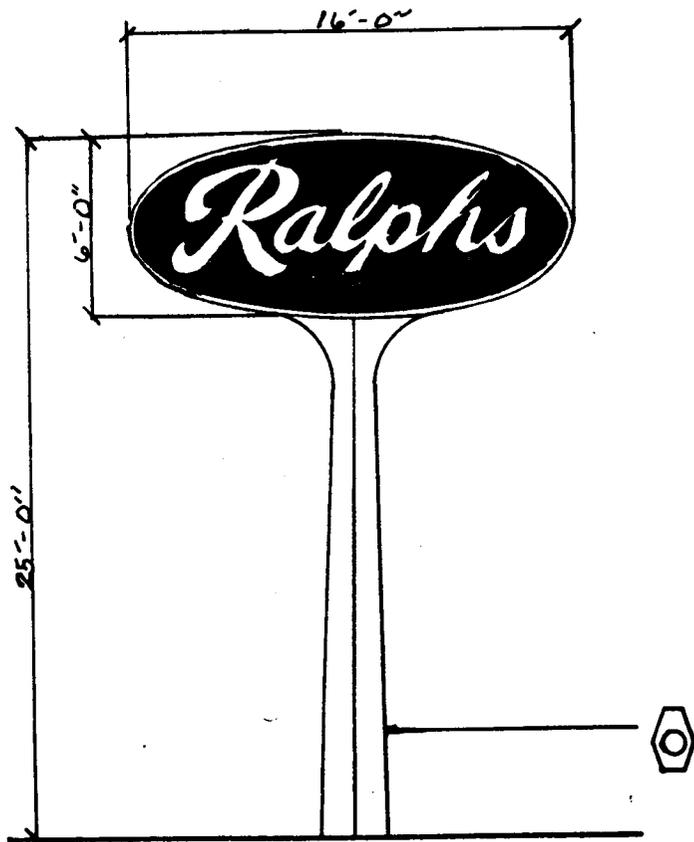
C. MATERIALS.

1. All signs and their supporting structures shall be composed of metal, wood, plastic, paint, or comparable weather-resistant material.
2. All signs, together with all of their supports, braces, guys, anchors, and electrical equipment, shall be kept in good repair and maintained in safe, neat, clean, and attractive conditions.
3. The display surface of all signs shall be permanently maintained in good condition.

D. SIGNS ALLOWED EXCLUSIVE OF OTHER RESTRICTIONS BUT STILL REQUIRING DEVELOPMENT REVIEW BOARD REVIEW AND APPROVAL. Development Review Board approval is required to maintain the following signs:

1. **SIGNS REQUIRED BY LAW.** Directional, warning, or information signs or structures required by or authorized by Federal or State law or regulation, or by a City ordinance, resolution, or Minute Order, shall be allowed, subject to Development Review Board approval of size, design, and placement.
2. **DIRECTIONAL SIGNS.** Any directional sign not exceeding two (2) square feet in area and a height, if free-standing, of five (5) feet, shall be allowed, subject to Development Review Board approval of design and placement.
3. **READERBOARD OR ELECTRONIC MESSAGE BOARDS ON SCHOOL SITES.**

PLOT PLAN AND ELEVATION FOR A HIGH FREE-STANDING SIGN





Free-standing signs which consolidate numerous business signs are encouraged.



Canopy signs shall compliment architectural form and color, be tastefully proportioned and well spaced.

4. SIGNS, SUCH AS MENU BOARDS, ON THE INTERIOR DRIVEWAYS OF DRIVE-THROUGH FACILITIES.

5. FLAG CANOPIES. Flag canopies erected and maintained at automobile sales lots.

E. OTHER GENERAL PROVISIONS.

1. No portion of a building shall be painted to amplify or direct attention to a sign.

2. Colors for all signs must be harmonious with the area and the store where the signs are located.

3. All signs and their supporting structures shall be so enclosed as to provide against their infestation by birds and vermin, shall be structurally safe, and shall be maintained in good condition.

4. Logos or identification symbols shall be considered signs and shall conform to all provisions of this Part.

VII. 9513. SIGN REVIEW. Sign review is conducted by the Community Development Department for the purpose of monitoring the conformity of signs with the purposes and regulations of this Sign Ordinance.

A. REVIEW REQUIRED. Except as otherwise provided herein, no sign or advertising structure shall be erected, relocated, posted, or painted, except for routine maintenance which does not materially alter the structure, and does not alter the copy, by any person until such person has first received review and approval from the City.

1. Permanent signs require Development Review Board approval.

2. Temporary signs, require a temporary sign permit, subject to Community Development Department review.

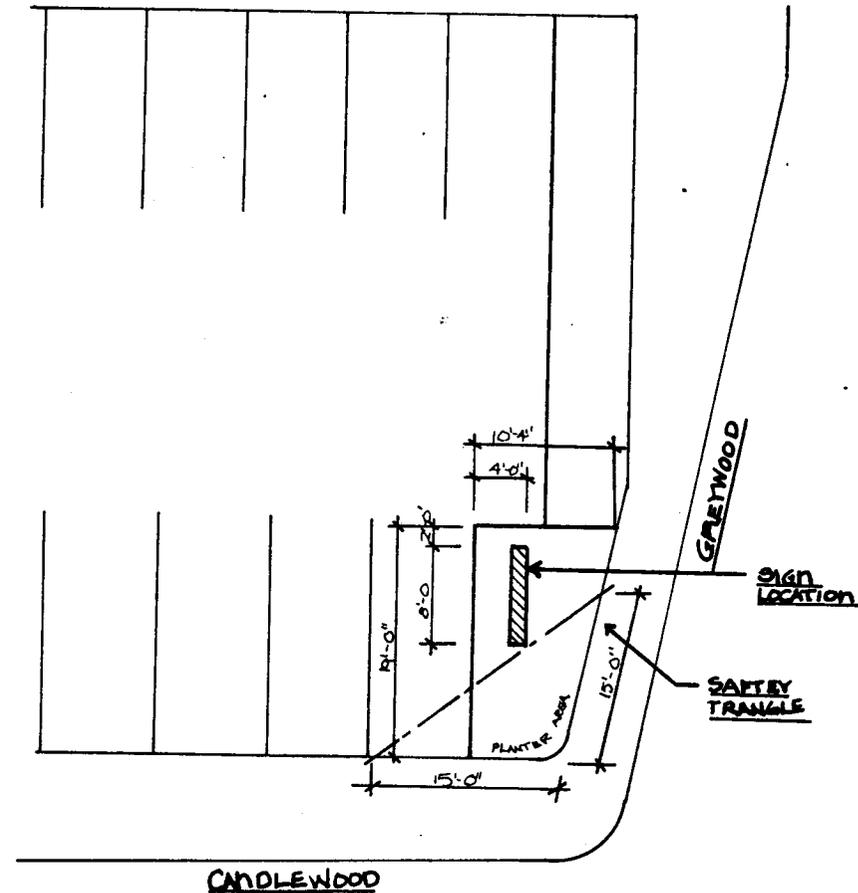
B. BUILDING PERMITS REQUIRED. No section of this Part may be construed as an exemption from obtaining proper building permits as required from the Building and Safety Section. Final inspection of all permanent signs, including painted signs, shall be conducted by a building official for compliance with an approved precise plan of design.



Monument signs provide pleasant sign forms, effective sign scale, and image enhancement

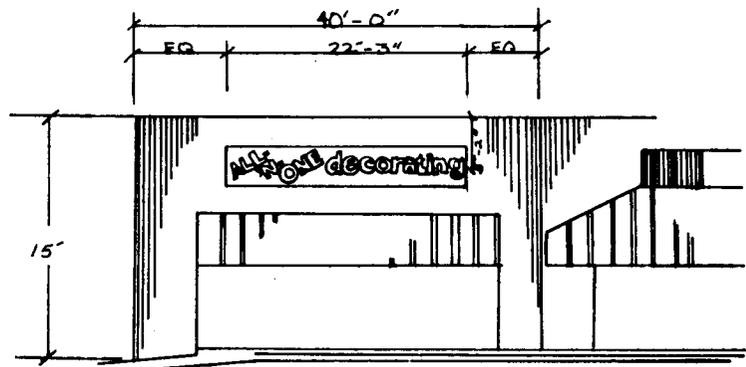
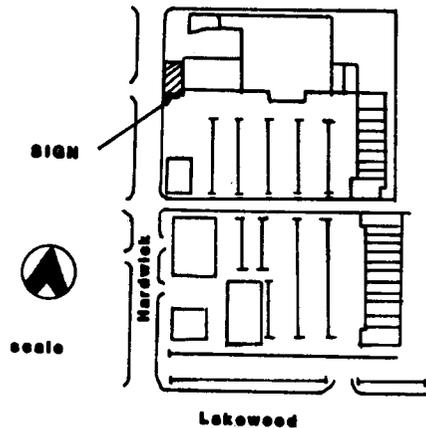
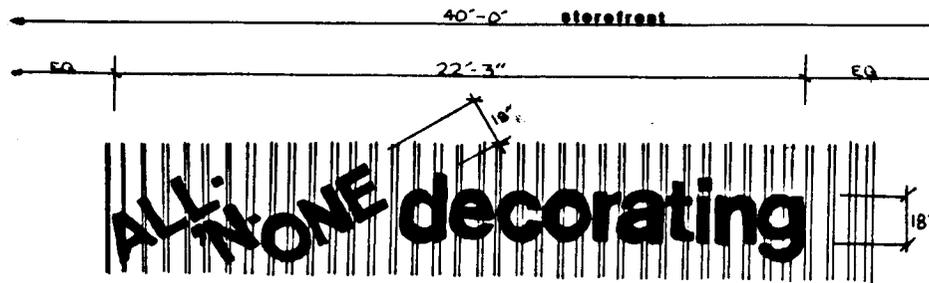
C. **CONSENT OF PROPERTY OWNER.** No person, except a public officer or employee in the performance of a public duty, or a private person in giving a legal notice, shall paste, post, paint, nail or tack or otherwise fasten any card, banner, handbill, sign, poster, advertisement or notice of any kind upon any property without the written consent of the owner, holder, lessee, agent or trustee thereof.

D. **VISION CLEARANCE AT STREET INTERSECTION AND DRIVEWAYS.** For safety vision purposes, a triangular safety area shall be regulated at street intersections and driveways. For all corner lots subject to yard requirements, the triangular area shall be formed by the front and side lot lines and the sides of such triangle forming the corner angle shall each be fifteen (15) feet in length measured from the aforementioned angle. For lots in the Commercial and Manufacturing zones, a triangular safety area will also be formed at the intersection of a street and alley, or by a lot line at a street and the perpendicular line at the edge of a driveway opening, and the sides of such triangle forming the corner angle shall each be fifteen (15) feet in length measured from the aforementioned angle. The third side of said triangle shall be a straight line connecting the two mentioned points, which are distant fifteen (15) feet from the aforementioned corner angle. Within the area comprising said triangle no sign higher than forty-two (42) inches above the established curb grade shall be permitted, except that supporting structures for signs may be placed within said triangle provided that the total horizontal cross-section of the supports does not exceed 24 inches at any point from 42 inches to eight (8) feet above said triangle.



PLOT PLAN
 $\frac{3}{32}'' = 1'-0''$

Safety triangle shall be formed by the front and side lot lines.



PLOT PLAN AND ELEVATION FOR BUILDING SIGN SUBMITTAL

V. 9503. GENERAL REGULATIONS

A. No sign, except as otherwise provided by this Part, shall be erected, maintained, approved, or permitted that:

1. Emits sound, smoke, visible particles, or odors, except that speakers on drive-through facilities shall be permitted.
2. Is attached to or maintained upon any public utility pole or structure, light pole, or tree. No person shall erect, place, suspend, attach or maintain over any public street or other public way or place any cloth or canvas sign or banner for any purpose whatsoever without a permit from the City.
3. Encroaches into any public right-of-way or property except as herein provided.
4. Has any visible moving parts or any portion that moves, rotates, or in any way gives the illusion of motion.
5. May, by reason of its size, color, design, content, location, or means of illumination, be construed as or confused with any official traffic control device, street signs, or signal.
6. Is an advertising structure adjacent to a landscaped freeway.

B. **NUISANCES.** No person shall scatter, daub, or leave any paint, paste, glue or other substance used for painting or affixing advertisement matter upon any public street or sidewalk or scatter or throw or permit to be scattered or thrown any bills, waste matter, paper, cloth, or materials of whatsoever kind removed from billboards on any public street or on private property.