

ORDINANCE NO. 3506 C.S.

AN ORDINANCE OF THE COUNCIL OF THE CITY OF MONTEREY

TO AMEND CHAPTER 31 OF THE MONTEREY CITY CODE TO PROHIBIT PRIVATE PARTY TEMPORARY GROUND-MOUNTED SIGNS AT DON DAHVEE PARK, WINDOW ON THE BAY, EL ESTERO PARK, AND THE COLTON HALL COMPLEX; ADOPT TIME, PLACE, AND MANNER RESTRICTIONS FOR HAND HELD AND PERSONALLY ATTENDED SIGNS ON CITY PROPERTY IN TRADITIONAL PUBLIC FORUM LOCATIONS AND FOR PRIVATE PARTY TEMPORARY GROUND-MOUNTED SIGNS; INCLUDE A MESSAGE SUBSTITUTION CLAUSE; ADDRESS BANNERS PLACED BY THE CITY ON CITY PROPERTY; AUTHORIZE A SIGN ENCROACHMENT PERMIT; DELETE REFERENCE TO MULTITENANT SIGN PROGRAM FROM SIGN ABATEMENT SECTION

THE COUNCIL OF THE CITY OF MONTEREY DOES ORDAIN, as follows:

SECTION 1:

WHEREAS, the City Council expressed an interest in reviewing potential modifications to the City's sign ordinance with regard to private party signs placed on City property;

WHEREAS, the City Council considered content neutral changes to the ordinance, received public comment, and gave direction to staff on March 18, 2014, May 20, 2014, June 17th, and September 2, 2014, to draft an ordinance to: (1) prohibit private party temporary ground-mounted signs at Don Dahvee Park, Monterey Bay Waterfront Park/Window on the Bay, El Estero Park, and the Colton Hall Complex; (2) authorize hand held and personally attended signs in traditional public forum locations, and allow private party non-commercial temporary ground-mounted signs subject to time, place, and manner regulations; (3) adopt a message substitution clause so that City regulations do not favor commercial speech; (4) specify that banners placed by the City on Alvarado Street and Calle Principal are the City's speech and not a public forum; and (5) authorize a sign on City property with an encroachment permit under limited circumstances;

WHEREAS, the City Council has determined that sign regulation is necessary to control the location of signs to: (1) protect and enhance the character and setting of the City of Monterey against visual blight by preventing a proliferation of signs that will detract from, and obscure, the scenic qualities of the City of Monterey and its individual buildings and neighborhoods; (2) encourage the effective use of signs primarily as a means of identification and communication; (3) mitigate the potential cumulative detrimental impact resulting from numerous signs in close proximity to each other, which cannot be addressed in any way other than by limiting the number, limiting the display periods, and size; (4) prevent damage to public property; (5) avoid the administrative burdens associated with the need to monitor the placement of signs on public property and their eventual removal; (6) preserve the prominence

of public signs and lines of sight in the interests of traffic safety; and (7) prevent interference with the normal maintenance and upkeep (e.g., watering, mowing, planting) of City property; (8) maintain traffic, traveler, and pedestrian safety.

WHEREAS, it is also the intent of the City Council that these regulations ensure that the constitutional guaranteed right of free speech is protected. The Council recognizes that during certain times, more non-commercial speech is demanded by the citizenry because of an event (e.g. an election). The Council expressed its desire to allow more speech (signs) on its property during this limited time, but not to limit the substance of this speech. That is, all types of non-commercial speech would be permitted (e.g., topics including but not limited to: politics, religion, science, arts, philosophy, etc.) in order to have a content-neutral exception to the rule during times when the need for speech is heightened. The Council determined that removal of these temporary private party non-commercial signs within two days after an election, and restricting the size of the signs, will protect the aesthetics of the City, prevent visual blight, and meet the objectives of the sign regulations during this time when there is a heightened need for speech.

WHEREAS, The City of Monterey Planning Office determined the project is exempt from the California Environmental Quality Act (CEQA) Guidelines (Article 19, Section 15305, Class5) because the project proposes minor alterations to existing land use regulations regarding signs.

Furthermore, the project does not qualify for any of the exceptions to the categorical exemptions found at CEQA Guidelines Section 15300.2.

Exception a - Location. Classes 3, 4, 5, 6, and 11 are qualified by consideration of where the project is to be located -a project that is ordinarily insignificant in its impact on the environment may in a particularly sensitive environment be significant. Therefore, these classes are considered to apply in all instances, except where the project may impact on an environmental resource of hazardous or critical concern where designated, precisely mapped, and officially adopted pursuant to law by federal, state, or local agencies. The proposed ordinance amendment does not impact a sensitive environment.

Exception b - Cumulative Impact. All exemptions for these classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant. The proposed ordinance amendment provides guidance on how to handle sign applications and as a result no cumulative impact is anticipated.

Exception c - Significant Effect. A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances. The proposed ordinance amendment provides guidance on how to handle sign applications and as a result no significant effect is anticipated.

Exception d - Scenic Highways. A categorical exemption shall not be used for a project which may result in damage to scenic resources, including but not limited to, trees, historic buildings, rock outcroppings, or similar resources, within a highway officially designated as a state scenic highway. This does not apply to improvements which are required as mitigation by an adopted negative declaration or certified Environmental Impact Report (EIR). The City's existing General Plan policies protect scenic highways and the proposed ordinance amendment does not impact scenic highways.

Exception e - Hazardous Waste Sites. A categorical exemption shall not be used for a project located on a site which is included on any list compiled pursuant to Section 65962.5 of the Government Code. The proposed ordinance amendment will not impact hazardous waste sites.

Exception f - Historical Resources. A categorical exemption shall not be used for a project which may cause a substantial adverse change in the significance of a historical resource. The proposed ordinance amendment will not impact historical resources.

NOW THEREFORE, the Monterey City Council declares as follows:

SECTION 2: The foregoing recitals in Section 1 are true and correct and are hereby adopted by the City Council.

SECTION 3: Monterey City Code, Chapter 31, Section 31-3 (D), is hereby amended to read as follows:

D. Exempt Signs. The City has a compelling interest to exempt certain signs to further the purpose and objectives of this Chapter and to allow for the use of signs with minimal aesthetic impact. The following signs, described in Table 31-1, may be installed without a Sign Permit; provided, that they meet the conditions, but may require a building permit or encroachment permit.

TABLE 31-1: Exempt Signs	
Exempt Signs	Conditions
Address Signs	Maximum letter height of 12 inches and maximum area of 4 square feet
Ancillary Information Signs	Maximum Aggregate Area of 3 square feet
Construction Site Signs	Maximum Aggregate Area of 32 square feet per street frontage
Electronic Open Signs	Maximum Area of 3 square feet Maximum of one sign per street frontage

Government and Community Signs	<p>Traffic Control Signs</p> <p>Transit Signs not exceeding 3 square feet</p> <p>Street Identification Signs</p> <p>Utility Signs</p>
Temporary Private Party Ground-Mounted Signs on City Property	<p>Temporary Signs displaying a noncommercial (e.g., ideological, religious, political) message</p> <p>Maximum Aggregate Area of 3 square feet</p> <p>Signs may only be displayed for 45 days preceding any federal, state, or local election, and shall be removed by the person responsible for placing or installing such sign within 2 days following such election.</p> <p>Temporary Ground-Mounted Signs shall not be permitted at Don Dahvee Park, Monterey Bay Waterfront Park/Window on the Bay, Colton Hall/City Hall grounds, or El Estero Park (See Appendix 1 for map of these locations).</p>
Interior Signs	Any sign not visible from another lot of record or from a public right-of-way
No Trespassing/No Parking Signs	Must be posted in compliance with Federal, State and local laws
Parking Lot Signs	Maximum Area of 3 square feet per sign
Personally Attended Signs in Traditional Public Forum Areas	<p>Temporary Signs may be displayed daily from 7:00 a.m. until 9 p.m., except on occasions when the City Council or other public body with offices in the City is holding a public hearing or meeting. On such occasions, the display period is extended to 30 minutes after such meeting is officially adjourned.</p> <p>The maximum size of any one sign is not to exceed 32 square feet, and the height is not to exceed 10 feet as measured from the ground.</p> <p>The maximum distance between a person and a personally attended sign is 5 feet.</p> <p>In order to serve the City's interests in traffic flow and safety, persons displaying signs under this Section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance of 5 feet for pedestrians to pass by.</p>

Real Estate Signs	Maximum of one sign per street frontage Maximum Area of 16 square feet per sign
Signs Required by Federal or State Law	Signs required for compliance with the Americans with Disabilities Act (ADA), California Coastal Act, etc.
Hand Held Signs in Traditional Public Forum Areas	Temporary Signs may be displayed daily, in traditional public forum areas, from 7:00 a.m. until 9 p.m., except on occasions when the City Council or other public body with offices in the City is holding a public hearing or meeting. On such occasions, the display period is extended to 30 minutes after such meeting is officially adjourned. The Maximum Aggregate Area of six square feet. In order to serve the City's interests in traffic flow and safety, persons displaying signs under this Section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance of 5' for pedestrians to pass by.
Window Displays	Refer to definition
Window Signs	Maximum Area of 10% of window area or 4 square feet per window, whichever is greater

SECTION 4: Monterey City Code, Chapter 31, Section 31-3(E), is hereby amended to read as follows:

E. Prohibited Signs. The City has a compelling interest to prohibit certain signs on City property to prevent damage to public property, avoid the administrative burdens associated with the need to monitor the placement of signs on public property and their eventual removal, preserve the prominence of public signs and lines of sight in the interests of traffic safety, to prevent interference with the normal maintenance and upkeep (e.g., watering, mowing, planting) of City property, and to prevent visual blight. The City has a compelling interest to prohibit certain signs to uniformly further the purpose and objectives of this Chapter and to enforce local, state and federal law. The following signs are prohibited and subject to abatement by the City of Monterey:

TABLE 31-2: Prohibited Signs
Prohibited Signs
Signs intentionally oriented so as to be visible from a State or Federal Highway, public park, or public beach. Signs that are incidentally visible from a State or Federal Highway and/or are

primarily directed towards another public street are not prohibited. If necessary, any such determination shall be made by the Architectural Review Committee.
Attention Getting Devices
Backlit Translucent Awning Signs
Electronic Message Signs (excludes Traffic Control Signs)
No private party permanent signs on City property except as permitted under Section 31-7(B). A permanent sign is any sign which remains in use for more than 47 days.
No private party temporary signs may be mounted, erected, maintained, or displayed at Don Dahvee Park, Monterey Bay Waterfront Park/Window on the Bay, Colton Hall/City Hall grounds, or El Estero Park (See Appendix 1 for map of these locations).
Ground-mounted signs installed in the public right-of-way or on other City property (excludes Government and Community Signs and Ground-mounted signs authorized during limited times under Section 31-1)
Highly Reflective and Fluorescent (day-glow) Signs
Off-Site Signs (except as permitted under Section 31-7(B) or Commercial Directory Programs)
Signs posted on trees, utility poles, traffic sign posts, light posts, traffic signals or any other official traffic-control device (excludes approved decorative streetlight banners).
Signs placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot
Signs which simulate or imitate in size, color, lettering or design any traffic sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.
Signs which are prohibited in a Specific Plan, Master Plan, Area Plan, or similar land use document adopted by the City Council.

SECTION 5: Monterey City Code, Chapter 31, Section 31-3(F) is hereby added to read as follows:

“F. Substitution of Messages. Subject to the consent of the property owner or person in control or possession of the property, a non-commercial message of any type may be substituted for all or part of the commercial or non-commercial message on any sign allowed pursuant to this Chapter. Such substitution of message may be made without any additional approval or permitting. Design criteria that may apply to commercial signs, such as color, lettering style or compatibility with others signs on the same parcel, do not apply to non-commercial signs. No special or additional approval is required to substitute a non-commercial message for any other message on an allowable sign, provided the sign structure is already

approved or exempt from the approval requirement. When a non-commercial message is substituted for any other message, the sign is still subject to the same locational and structural regulations, such as size, height, illumination, maintenance, building and electrical code requirements, as would apply if the sign were used to display a commercial message or some other non-commercial message. In the event of any perceived or actual conflict between the general provisions of this subsection and other specific provisions in this Chapter, the provisions of this subsection shall prevail.”

SECTION 6: Monterey City Code, Chapter 31, Section 31-3(G) is hereby added to read as follows:

“G. Street Banners. Nothing in this Chapter limits in any way the City’s ability to use City property for the expression of its own messages. No banner shall extend over or into a street, alley, sidewalk, or other public place except those banners placed by the City for the purpose of promoting its own messages and civic events. The City declares its intent that banners placed by the City on Alvarado Street and Calle Principal bear the City’s own messages, and that the placement of such banners by the City shall not function as the designation of a traditional public forum.”

SECTION 7: Monterey City Code, Chapter 31, Section 31-7 is hereby amended to read as follows:

31-7 Required Findings for Approval.

A. Findings. In order for a Sign Permit application to be approved and a Sign Permit to be issued pursuant to this Chapter, the Architectural Review Committee, Historic Preservation Commission, or the City Planning staff, as applicable, must first make the following findings. Such findings shall be made in writing.

1. The proposal achieves the purposes and objectives of this sign ordinance;
2. The proposal is consistent with all applicable sign guidelines or has been determined by the Architectural Review Committee to better achieve the purpose and objectives of this sign ordinance than the strict application of said sign guidelines; and
3. The proposal is consistent with any other adopted land use document including, but not limited to, the Monterey General Plan, Area or Neighborhood Plans, Design Guidelines, or Specific Plans. (Ord. 3475 § 2, 2012)

B. Off-Site Sign on City Property Encroachment Permit. In addition to the findings required by 31-7(A), in order for an off-site sign permit on City property to be approved, the Architectural Review Committee, Historic Preservation Commission, or the City Planning staff, as applicable, must first make the following findings. Such findings shall be made in writing.

1. A sign encroachment permit shall be granted only when, because of special circumstances applicable to the property in terms of location or surroundings, the strict application of the sign regulations deprives such property of a privilege to post a sign for public view enjoyed by other properties in the vicinity that are under an identical zoning classification.
2. Any sign encroachment permit granted under this subsection shall be subject to such conditions as will assure that the permit will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the same vicinity and zone in which the applicant's property is situated.
3. A sign encroachment permit shall not be granted if the applicant's inability to post a sign on private property so that the message is viewable by the public:
 - a. Could be avoided by an alternate development plan;
 - b. Is the result of an action taken by the current property owner or prior owner of the property; or,
 - c. If the property can serve as a site for a sign with access to public view that is the same or better than the access enjoyed by other properties in the vicinity that are under an identical zoning classification.
4. The following conditions shall be imposed on all Sign Encroachment Permits:
 - a. Design review pursuant to City Code section 31-5;
 - b. City Traffic Engineer review for traffic and safety hazards; and
 - c. The sign must otherwise be in compliance with this Chapter and the Sign Guidelines.
5. Revocation. In the event that one or more of the conditions imposed on the Sign Encroachment Permit is violated, the Deputy City Manager, after notice to the permittee with an opportunity to present a response, may thereafter revoke the permit.

SECTION 8: Monterey City Code, Chapter 31, Section 31-9 is hereby amended to read as follows:

31-9 Sign Abatement.

A. **Legal Nonconforming Signs.** Signs which lawfully existed prior to the adoption of this Chapter and are now or may hereafter be prohibited by this Chapter, as the same may be changed from time to time, are deemed to be legal nonconforming signs.

B. Qualifying Circumstances. Legal nonconforming signs may be maintained indefinitely after the adoption of the ordinance codified in this Chapter. However, if at any time any of the following circumstances occur, the legal nonconforming signs shall be removed or made to be conforming:

1. There is a change in Land Use Classification of the entity or property served by the sign;
2. The sign is intentionally or unintentionally removed or altered for any reason.
3. Enforcement. Any sign not in compliance with this Chapter is hereby declared to be a public nuisance and may be remedied pursuant to the procedures set forth in Section 22-38.3 (Remedies for Public Nuisance).
4. Failure of the City Planning Staff to notify the property owner and/or the operator does not authorize the continued use of the sign or release the property owner and/or operator from compliance with this Section.

SECTION 9: Monterey City Code, Chapter 31, Section 31-10 is hereby amended to read as follows:

31-10 Definitions.

1. A-Frame Sign. A small portable freestanding sign.
2. Address Sign. Sign installed in compliance with Article 901.4.4 of the 1997 Uniform Fire Code.
3. Ancillary Information Signs. Small signs generally used in commercial business including, but not limited to, information regarding credit cards, property management, hours of operation, OPEN, etc.
4. Architectural Review Committee (ARC). The committee established in Section 26-20 et seq., and granted the responsibility to review sign applications, per this Chapter.
5. Attention-Getting Device. Pennants, streamers, spinners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-getting devices.
6. Awning Sign. A sign that is painted on, attached to, or applied directly to an awning.
7. Backlit Translucent Awning Sign. Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.

8. **Banner Sign.** A flexible sign of lightweight fabric or similar material typically supported at two (2) or more points and hung on a building or otherwise suspended down or across its face, or across a public right-of-way.
9. **Building Face.** A vertical planar wall surface including windows that is at least ten (10) feet in width and eight (8) feet in height and constitutes a distinct perimeter boundary of the building.
10. **Building Frontage.** The horizontal distance along a building face that is oriented in parallel to a public right-of-way.
11. **City Planning Staff.** As used in this document, the City Planning staff of the City or Monterey or a designee.
12. **Commercial Directory Program.** A coordinated system of signs installed in the public right-of-way and/or on private property that provide directional information regarding specific sites, institutions, and/or commercial businesses.
13. **Construction Site Sign.** A temporary sign located on a construction site that denotes or advertises the architect, builder, contractor, subcontractor, developer, funding source, etc. or describes the project.
14. **Corner Sign.** A sign that is installed on the corner of a building and is intended to be viewed from more than one (1) direction. Corner signs are generally oriented at an approximate forty-five (45) degree angle toward the intersection.
15. **Directory Sign.** A sign that is installed against an exterior building wall and provides a listing of the tenants inside of a multitenant building.
16. **Electronic Sign.** Any sign that conveys any message through the use of electronic display, Light Emitting Diodes (LED), Liquid Crystal Display (LCD), television or computer screen, or other electronic medium, including but not limited to OPEN, product listing, or similar signs in windows. This does not include neon signs.
17. **Freestanding Sign.** A sign that is installed apart from a building.
18. **Government and Community Sign.** Signs installed by the City of Monterey or other public agency or utility with the sole purpose of promoting public safety or well-being. This excludes signs denoting public facilities or garages.
19. **Halo-Lit Sign.** Any sign constructed in such a way that illumination is projected from directly behind the lettering, creating a continuous glow behind and around the letters. Also known as reverse channel letters.
20. **Hand Held Sign.** A Temporary Sign displaying a noncommercial message (e.g., political, ideological, religious) that is held by a natural person.

21. **Hanging Sign.** A sign that is suspended in parallel to the building face, generally in front of a window, balcony opening, or other recess.
22. **Height.** The height of a sign is the vertical distance from the top of the sign to the grade directly below the sign. In cases of freestanding signs, height is the measurement to the lowest grade within six (6) linear feet of the base of the sign.
23. **Highly Reflective and Fluorescent Sign.** Signs made wholly or partially of highly reflective material and fluorescent or day-glow painted signs.
24. **Illegal Sign.** An illegal sign is any sign which does not meet the requirements of this code and is not a legal nonconforming sign.
25. **Internally Illuminated Sign.** Any sign constructed in such a way that illumination is wholly or partially achieved by projecting light through a transparent or semi-transparent solid surface.
26. **Legal Nonconforming Sign.** A sign that was lawfully installed with a Sign Permit but does not comply with the current sign standards.
27. **Lot Frontage.** The horizontal distance along a lot line adjacent to a public street.
28. **Lux.** The SI unit of illuminance and luminous emittance measuring luminous power per area. It is used in photometry as a measure of the intensity, as perceived by the human eye, of light that hits or passes through a surface. One (1) Lux is equal to one (1) lumen distributed over an area of one (1) square foot.
29. **Monument Sign.** A freestanding sign with a solid pedestal.
30. **Multitenant Sign Program.** A comprehensive design document that describes the allowed size, materials, and location of signs for each storefront and/or tenant in a multitenant building.
31. **No Trespassing Sign.** Trespassing warnings that are posted in compliance with the requirements of Federal, State and local laws.
32. **Off-Site Sign.** A sign advertising a business, product, or service not located on the same premises. This definition includes billboards.
33. **Outdoor Display.** A sign consisting of displayed merchandise, mannequins, or other objects or products displayed outdoors for the purpose of attracting attention to the premises or business.
34. **Parking Lot Sign.** A sign installed in parking lots that restricts the use of parking spaces for certain businesses, that states no parking, provides directional information to on-site motorists, or similar noncommercial message relating to parking lot management.

35. **Personally Attended.** Means that a person is at all times physically present within five feet of a Temporary Sign displaying a noncommercial (e.g., political, ideological, religious) message.
36. **Pole Sign.** A sign with a minimum height of eight (8) feet, as measured to the top of the sign, that is installed atop a pole or other similar structure that is solely intended to elevate the sign to increase visibility.
37. **Premises.** A single lot of record and all of the buildings contained thereon. Adjoining lots of record under common ownership do not constitute a single premises but are considered individual premises.
38. **Projecting Sign.** A small sign that projects perpendicularly from the face of a building and generally overhangs a walkway.
39. **Public Entrance.** An exterior doorway providing access to the public during ordinary business hours.
40. **Real Estate Sign.** A sign indicating that the property on which the sign is located is for sale, rent, or lease and providing relevant contact information.
41. **Sign.** Any visual device or representation designed or used for the purpose of communicating a message or identifying or attracting attention to a premises, produce, service, person, organization, business or event, with or without the use of words.
42. **Sign Area.** The area of a sign calculated by determining the number of square feet of the smallest rectangle(s) within which a sign face can be enclosed. In determining the area of an individual sign that has more than one (1) face (e.g., a freestanding or A-frame sign), the single sign face with the greatest area shall be used. Perfectly circular signs are measured by determining the circular area ($A=\pi r^2$) of the sign face.
43. **Sign Face.** The sign face is any visible portion of a sign, including all characters, symbols, and structural or nonstructural background (e.g., cabinet frame or painted border), but not including the base of a freestanding sign.
44. **Sign Height.** The height of a sign is the vertical distance from the top of the sign to the grade directly below the sign including the support structure and any projecting design elements. For freestanding signs, sign height shall be measured to the lowest grade within six (6) horizontal feet of the base of the sign to account for any significant change in grade, retaining walls, mounded earth, etc.
45. **Sign Permit.** A written approval supported by appropriate findings issued by the City of Monterey authorizing display of a sign or signs, or of a multitenant sign program.

46. Storefront. A storefront is a distinct architectural unit within a building that contains a distinct public entrance accessible from a public sidewalk or private walkway. In cases where multiple tenants share a single public entrance, the entire area containing the entrance shall be considered a single storefront and sign area shall be permitted accordingly.
47. Street Identification Sign. A sign installed by the City of Monterey to identify a street.
48. Temporary Banner Sign. A banner sign that is displayed on a temporary basis.
49. Temporary Sign. A sign constructed of cloth, canvas, light fabric, cardboard, wallboard, poster board, or other light materials, with or without frames, and mounted in a nonpermanent manner, displaying a non-commercial message which remains in use not more than 47 consecutive days. Temporary Signs are not durable and therefore may not be used for more than 47 days.
50. Traditional Public Forum. City owned streets, City owned parks, and sidewalks connected to the main pedestrian circulation system.
51. Traffic Control Sign. A sign installed in the public right-of-way with the sole purpose of controlling or directing traffic, or conveying traffic-related information to motorists.
52. Transit Sign. A sign identifying transit stops, facilities, times and bus routes.
53. Utility Sign. A sign temporarily placed by utility companies as part of the normal operation and maintenance of facilities such as public telephones and underground services.
54. Wall Sign. A sign that is painted, applied, projected, or attached directly to or within eight (8) inches of a vertical exterior wall of a building and is oriented in parallel to the building face.
55. Window Area. The product of the height and width of a window as measured to the interior finished structural members that support the installed windows. Window Area shall not consider individual nonstructural window dividers or mullions.
56. Window Display. A window display is an arrangement of merchandise, including graphics and text, that is at least eighteen (18) inches in depth and is displayed in a building window. If a window display includes a sign greater than four (4) square feet located within eighteen (18) inches of the window surface, it is considered a sign.
57. Window Sign. A sign painted directly on a window, affixed to the inside of a window, or located inside facing a window and located within eighteen (18) inches of a window surface. (Ord. 3475 § 2, 2012)

SECTION 10: All ordinances and parts of ordinances in conflict herewith are hereby repealed.

SECTION 11: If any section, sentence, clause, phrase, word, portion or provision of this Chapter is held invalid, or unconstitutional, or unenforceable by any court of competent jurisdiction, such holding shall not impair or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Chapter that can be given effect without the invalid portion. In adopting this Chapter, the City Council affirmatively declares that it would have approved and adopted the Chapter even without any portion that may be held invalid or unenforceable.

SECTION 12: This ordinance shall be in full force and effect thirty (30) days from and after its final passage and adoption.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 21st day of October, 2014, by the following vote:

AYES:	5	COUNCILMEMBERS:	Downey, Haffa, Selfridge, Sollecito, Della Sala
NOES:	0	COUNCILMEMBERS:	None
ABSENT:	0	COUNCILMEMBERS:	None
ABSTAIN:	0	COUNCILMEMBERS:	None

APPROVED:

ATTEST:

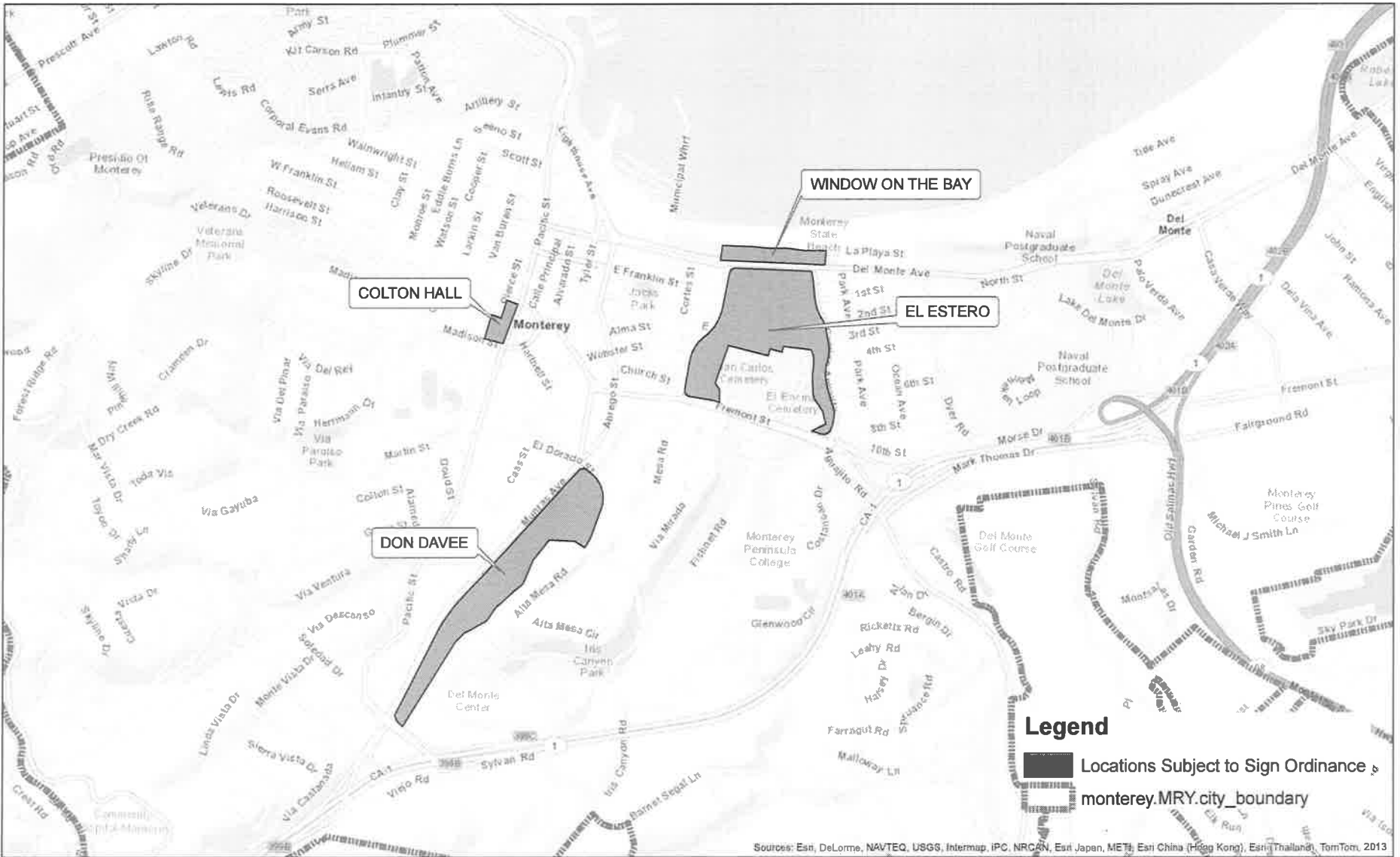


Mayor of said City



City Clerk thereof





Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, IPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri Thailand, TomTom, 2013



DESIGNED BY:	CITY OF MONTEREY		
DRAWN BY:			
CHECKED BY:	APPROVED		
DATE:	SENIOR ENGINEER	REGISTRY NO.	DATE

Sign Ordinance Proposed Locations	

REVISIONS	DATE	No	SCALE
			1"=1,125' HORIZ
			DRAWING NAME
			PROJECT NAME

C1.0

