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SIGN STANDARDS



OVERALL STANDARDS AND COMPLIANCE WITH ZONING CODE

The intent of the Downtown Plan is to maintain the current eclectic character of Long Beach, while enabling innovation and the emergence of new architectural styles. When added to existing buildings, or as part of a new development, sign programs provide aesthetic enhancement and complement the architecture. This applies to the selection of materials, orientation, scale, and the location of signs on and around buildings.



Signs should be designed to capture neighborhood identity and current eclectic character of Long Beach.

Any project incorporating two or more signs within the Downtown Plan will be required to submit a Sign Program during the design development phase. The Sign Program shall identify all proposed signs included in the project that can be viewed from the street, sidewalk, or public right-of-way. All signs are subject to the Design Review process. All signs that project into the public right-of-way must also be reviewed by the City Engineer.

All signs within the Plan Area shall be consistent with the requirements of Chapter 21.44 of the Zoning Regulations, and the full power and effect of Chapter 21.44 shall apply to Downtown unless otherwise specified herein. Additionally, all sign lighting shall comply with light pollution reduction standards. The following guidelines for Downtown do not supersede the requirements of the zoning code; rather, they provide additional guidance specific to the goals of the Downtown Plan. No sign development standards may be waived through this Plan. Any requests for waivers must be made through the Sign Standards Waiver or Standards Variance process, as appropriate.

Overall Standards for Sign Design:

The following standards shall be followed for the design of all signs in Downtown. These include signs of all type and audience. All sign programs are subject to Design Review, which will ensure that the goals are met.

1. **CHARACTER:** Signs shall enhance the public realm and aid in the creation of a street's character. Signs shall not impede pedestrian traffic, block sight lines along roadways, or disturb adjacent residences.
2. **COMPLEMENT:** The color, material, scale, lettering, and lighting shall complement the surrounding street environment and building(s) that the sign addresses.
3. **SIZE:** Signs shall never overpower the building. The sign shall fit comfortably into the architecture of the storefront. Signs shall be mounted in a manner that does not detract from building.
4. **AUDIENCE:** Signs intended for tourists or locals, or the age of the sign audience may impact sign design. Regardless of audience, sign design shall conform to other principles.
5. **CONCISE:** Information on signs shall be brief, clear, and simple with appropriately sized lettering, and a clear information hierarchy. When appropriate, symbols can be used in place of text.
6. **ILLUMINATION:** Lighting used with signs shall be focused and minimal. Lighting shall be in scale with the sign and façade.
7. **CONSISTENT:** Signs shall be internally consistent. If multiple tenants are listed on a single sign or a multi-tenant building, variation between size and typeface of tenant names and color palette shall be limited to one or two options.
8. **TIMELESS:** Sign design should convey a timeless character of a street, place, or business. Signs shall be designed with durable materials and be well maintained.

SIGN DESIGN



Signs shall enhance the public realm, aid in the creation of a street character, and add to the aesthetics of the built environment.

GUIDELINES BY SIGN TYPE

NONRESIDENTIAL SIGNS

1. Signs should be consistent with the overall design and identity of the building, including the architecture and landscaping. Signs should complement the overall aesthetic of the building and site.
2. If more than one sign type is necessary on a single façade, all signs shall be scaled in a clear hierarchy and to address different viewer orientation and audiences.
3. Buildings with multiple storefronts shall use the same sign strategy at every entrance. This is to reduce confusion for guests and present an organized appearance.
4. If multiple tenants are listed on a single sign, a shared sign program shall be designed. Size and typeface of tenant names and color palette shall be consistent.
5. For multi-building sites or buildings that are part of corporate campuses, a shared sign program shall be designed.
 - Signs shall be visible from all public right-of-ways and communicate necessary information easily.
 - Since Downtown corporate campuses may house multiple tenants of different business types, the design identity of the sign shall be capable of incorporating an array of styles and typefaces for the differing logos. However, the size of tenant names or logos and color palette shall be consistent.
6. Pedestrian-oriented signs are encouraged Downtown. Signs shall be scaled appropriately, including window signs, blade signs, directory signs, and backdrop wall signs.
7. Illumination should be used to accent signs, consistent with the building aesthetic. Trespass of light and glare from illumination into any adjacent units or buildings, whether residential or nonresidential, is strictly prohibited.
8. Signs and wayfinding shall be incorporated with public art or placemaking objects, to add an educational component.



Commercial and mixed-use signs should communicate message while contributing to district or building character and achieving cohesiveness.



Corporate signs usually include multiple tenants, so the typeface should be consistent and uncluttered.

GUIDELINES BY SIGN TYPE

RESIDENTIAL SIGNS

1. Signs should be integrated with the design of the project's architecture and landscaping. Signs should be consistent with the design approach and convey a clear hierarchy of information.
2. Signs shall identify primary entrances, the address, and necessary information for visitors, while being understated and minimal.
3. Mixed-use projects with commercial uses on the ground floor shall comply with the standards for Nonresidential Signs identified within this document.
4. Illumination shall be designed to ensure safety around buildings but should not create significant light trespass onto adjacent properties.



Residential signs should be consistent with the design approach of the building, while highlighting entrances and the address clearly.

TEMPORARY AND PROHIBITED SIGNS

TEMPORARY SIGNS

Temporary signs refer to signs and banners that are used to advertise special events, sales, or promotions. They are not permanent fixtures and therefore are not part of the building design review process. However, they influence the appearance of the city or district, and when overused, may produce a cluttered appearance.

1. The only type of temporary sign allowed shall be a banner mounted to a building wall. Banners shall be placed discreetly and comply to the same design principles of all permanent signs. Banners shall be in place only for the period of time necessary for a given event.
2. Banners mounted in any other fashion shall be prohibited. Flags, balloons, etc., are prohibited as described below.
3. In addition to the restrictions set forth in the Plan, banners must comply with the provisions of 21.44.

to a business or other location. One each of national, state, and local government flags and one corporate flag may be displayed, all of which shall be flown from a flagpole at least 25 feet tall. Decorative flags that have no inherent meaning or significance, such as solid or multicolored flags used to decorate or draw attention to real estate or a business, shall be prohibited. Any flag that functions as a sign, including but not limited to “sails” and “feathers,” is prohibited. Flags that do not fall into the above categories and have a strictly social, political, or other purpose not business related, and that are in compliance with all other applicable regulations, shall be allowed.

- Pole signs
- Signs illuminated by low-pressure sodium lamps (pure yellow glow), high-pressure sodium lamps (pinkish-orange glow), and mercury vapor lamps (bluish-white glow).

PROHIBITED SIGNS

In addition to all signs prohibited by Section 21.44 of the Zoning Regulations, the following types of signs and sign-like contrivances also shall be prohibited within the Plan Area:

- Internally illuminated awnings
- Internally illuminated cabinet signs
- Freestanding or monument-style menu board signs for multi-tenant commercial centers (but not building directory signs)
- Searchlights, laser beams, and the like
- Signs projected onto a surface using light
- Inflatable or air-blown signs, streamers and the like. Any signs that are inflatable, such as balloons, and any signs that are air-blown or animated by the internal flow of air, such as signs that appear to have a waving head and arms, are prohibited.
- Balloons of any size, with or without printed copy on the balloons
- Pennants and streamers of any size
- Flag signs and any flags intended to draw attention

