

21.44.820 Site requirements for electronic message center signs

Electronic Message Center Sign Standards	2nd And PCH Electronic Message Center Sign
Lot or Building Minimum Size. EMCs are allowed only at a business or shopping center located upon five (5) or more acres of land	The 2 nd and PCH shopping center is located on a parcel of approximately 11 acres of land with approximately 70 tenant spaces.
Same Site as Principal Use. An electronic message center sign shall be located on the same parcel as the principal land use of the business or institution for which the sign is established.	The signs are located on the northeast corner of 2 nd and PCH shopping center which functions as a unified center.
Zones Permitted. EMCS shall be allowed in certain zoning districts as provided in table 44-5.	The proposed signage is within an exclusively commercial area of the South East Area Development and Improvement Plan, Subarea 17, consistent with requirements of table 44-5.
Street Types Permitted. EMCS shall be allowed only on a street or highway classified as a Major Arterial, Regional Corridor, or Freeway.	Exterior facing EMCS are on the Pacific Coast Highway face which is classified as a highway

21.44.830 - Number, location, spacing, form, and substitution/removal requirements.

Number. One (1) EMCS shall be allowed for each six hundred feet (600') of total street frontage on a qualifying site (the total may include street frontage more than one (1) street for sites bounded by multiple streets).	The site meets the minimum requirement of 2,400 square feet of frontage needed for four signs.
Location.	
Upon Subject Site. No electronic message center sign shall be located closer to any interior side property line than twenty-five feet (25'). Lots adjoining freeway or railroad right-of-way may locate an EMCS on the property line adjoining such right-of-way.	There are no electronic message center signs located on the interior property line.
Distance from Residential. All EMCS shall have a minimum separation of one hundred feet (100') from a residential district.	The Marina Pacific Condos are the closest residential district to the site, they are approximately 600 feet from the shopping center.
Spacing.	
Between EMCS on Same Frontage. A radius of three hundred feet (300') shall be required between each EMCS on the same property, on the same street frontage.	There are no EMCS within the same frontage, this standard does not apply.
Between EMCS on Different Frontage. No EMCS shall be located less than one hundred feet (100') from another EMCS on a different street frontage (for example, an EMCS on each frontage of a corner lot) on the same property or site.	The Electronic Message Center signs are more than 100' apart, Sign E1 is at least 275 feet from Sign E4. All other signs have a separation of 400 feet or more.
Between EMCS and Freestanding/Monument Signs. The minimum distance required between a freestanding/monument sign and an electronic message center sign shall be one hundred feet (100').	The proposed signs are not freestanding/monument signs therefore this standard does not apply.
Between EMCS on Different Properties. No EMCS shall be located less than three hundred	There are no EMCS on the surrounding properties.

feet (300') from another EMCS on a different property or site.	
Freeway-Oriented EMCS. A radius of six hundred sixty feet (660') shall be required between all freeway-oriented electronic message center signs. For freeway-oriented EMCS, and EMCS located adjacent to other State highways, if the requirements of the California Department of Transportation (Caltrans) are more restrictive, those requirements shall control.	The proposed EMCS is not a freeway oriented EMCS, Caltrans separations criteria does not apply to on-site signage.
Sign Form. An EMCS may take the form or style of a freestanding sign, monument sign, or wall sign only. Other forms are prohibited.	The proposed form of the EMCS is wall mounted.
Substitution for Freestanding/Monument Signs and Other Sign Removal. For each EMCS to be emplaced, two (2) freestanding or monument signs, if extant, shall be removed from the subject site, on the same street frontage as the EMCS. Additional removal of other on-premises sign(s) may be required by the Planning Commission as a condition of approval.	There are no existing or proposed freestanding/monument signs on site.

21.44.835 - Design standards.

Bare metal structural supports are prohibited and shall have an architectural covering instead.	There are no visible structural supports, the signs are integrated within the building and have a border around them to hide any structural support. A condition was added to ensure that metal structural supports are not visible.
A freestanding EMCS shall have an architectural base and support(s) totaling at least half the width of the sign face.	Applicant is not proposing a freestanding EMCS.
Use of flat, translucent plastic or acrylic sign faces for the fixed/permanent copy shall be prohibited. Channel letters are preferred, and push-through-type faces may be used on cabinets.	Applicant is not proposing these types of materials.
High-quality materials shall be used in the sign overall. Use of metal backgrounds and cabinets is strongly encouraged.	Applicant is not proposing these types of materials.
The overall design, form, and structure of the EMCS shall be architecturally interesting and creative, and shall be harmonious with itself and the surrounding land uses. The design should complement the building(s) of the site for which it is emplaced, and, where appropriate, bear a strong architectural relationship to those buildings.	The overall design of the signs is compatible and integrated within the architecture and the surrounding buildings.

21.44.840 - Height, area, projection, and clearance requirements.

Height and area. The height and area of an EMCS shall not exceed the limits set forth in Table 44-5.	The Electric Message Center Sign height and area were previously waived and approved through a master sign program (Application No. 1808-19). In accordance with LBMC two (2) EMC signs may be permitted, each of the EMC signs are allowed a maximum area of 250 square feet for a total of 500 square feet of sign area. The exterior wall mounted EMCS are labeled as Sign E1 and Sign E4. Sign E1 is 378 square feet in size and Sign E4 is 80 square feet in size. Together the area of the signs are 458 square feet. The interior facing wall mounted EMCS are labeled as Sign E2 and Sign E3. Sign E2 is 449 square feet in size, and sign E3 is 362 square feet in size. See exhibit B – Plans and Photographs for reference. The applicant's signs are within the total allowed area. The Site Plan Review Committee approved the height and area because the size of the signs is appropriate with the scale of the center. The Center occupies a total of 245,000 square feet, with a street frontage of approximately 1,200-foot frontage along Pacific Coast Highway and approximately 400-foot frontage on 2 nd street.
Projection and Clearance.	
No portion of an electronic message center sign shall project into any right-of-way.	No Portions of the electronic message center signs will project onto any right-of-way.
The vertical clearance from grade to the lowest point of the sign is eight feet (8') for pedestrian use and fifteen feet (15') for vehicular use.	All signs meet the minimum clearance required. Sign E1 has a 27' clearance, Sign E2 has a 26'8" clearance, Sign E3 has a 12' clearance and Sign E4 has a 10' clearance.

21.44.850 - Brightness, display, copy, and message requirements.

Brightness. The following brightness standards and limitations shall apply:	
Dawn to dusk: unlimited;	
Dusk to dawn: the display surface shall not produce luminance more than 0.3 foot-candles above ambient light conditions, or the level recommended by the Illuminating Engineering Society of North America (IESNA) for the specific size and location of the sign, whichever is less;	The display is factory certified to comply with the brightness standards, See attachment E. A condition was added to ensure signs meet this requirement.
The display brightness shall be controlled by a photocell or light sensor that adjusts the brightness to the required dusk-to-dawn level based on ambient light conditions without the need for human input. Use of other brightness adjustment methods, such as timer- or calendar-based systems, shall only be used as a backup system;	The display is factory certified to comply with the brightness standards, See attachment E. A condition was added to ensure signs meet this requirement.

The display shall be factory-certified as capable of complying with the above brightness standards. Such certification shall be provided to the satisfaction of the Director of Development Services; and	The display is factory certified to comply with the brightness standards, See attachment E. A condition was added to ensure signs meet this requirement.
The sign owner shall provide to the City, upon request, certification by an independent contractor that the brightness levels of the sign are in compliance with the requirements of this section.	The display is factory certified to comply with the brightness standards, See attachment E. A condition was added to ensure signs meet this requirement.
Display Message. The following standards and limitations shall apply to the message shown on the display surface:	
The message shown on the EMCS display shall not flash, shimmer, glitter, or give the appearance of flashing, shimmering, or glittering.	A condition was added to ensure signs meet this requirement.
The EMCS display shall have no message or illumination which moves, or is in continuous motion, or which appears to be in continuous motion. Display of full-motion video and video-like sequences is prohibited.	Signs have been conditioned to avoid this, the only exception is the plaza facing sign (Sign E3) – specifically for movie showings.
The display message shall not change at a rate faster than one (1) message every eight (8) seconds	A condition was added to ensure signs meet this requirement.
There shall be a direct change from each message to the next, with no transition effect, and no blank or dark interval in between, to avoid a flashing or blinking effect.	Signs have been conditioned to meet the Electronic Message Center sign code
The intensity of illumination shall not change, except as required to comply with the dusk-to-dawn brightness standards.	Signs have been conditioned to meet the Electronic Message Center sign code
All messages shall be limited to on-site advertising of goods or services, or noncommercial messages (i.e., time, temperature, or public service announcements). All off-site advertising messages are prohibited (see "Billboard" Section 21.15.370); this includes messages by or for sponsors, patrons, brands, and other similar off-site parties or entities.	A condition was added to prohibit off-site advertising, and only lifestyle images will be allowed on the exterior signs.
Fixed Copy. Fixed/permanent sign copy on each face of an electronic message center sign shall be limited to the identification of the business, shopping or convention center name or icon and two (2) major tenants or products or services. The fixed/permanent sign copy shall not flash, shimmer, glitter, or give the appearance of flashing, shimmering, or glittering, and shall be included in the overall sign area as indicated on Table 44-5.	A condition was added to ensure signs meet this requirement.

21.44.855 - Light and glare intrusion prevention.

All electronic message center signs shall be adequately shielded and properly oriented and aimed so as to prevent the intrusion of light and	A condition was added to ensure signs meet this requirement.
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glare upon residential land uses, including those in mixed-use districts.	
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