

**§142.1290 La Jolla Commercial and Industrial Sign Control District**

(a) Purpose of the La Jolla Commercial and Industrial *Sign* Control District

It is the intent of this *sign* district to preserve and enhance the unique aesthetic and economic values of the commercially and industrially zoned portions of the community of La Jolla and to provide a systematic and comprehensive approach toward meeting the *sign* needs of the community. In fulfilling this purpose, it is intended that *signs* in this *sign* district will comply with the goals and recommendations of the La Jolla Community Plan.

(b) Application

The regulations of this *sign* district are applicable to all commercially and industrially zoned property within the boundaries of the La Jolla Community Plan as described on the appropriate map and appended boundary description on file in the office of the City Clerk and shall be equally applicable to any other property subsequently placed in a commercial or industrial zone if the property lies within the boundaries of the La Jolla Community Plan. This *sign* district shall not apply to any area within the boundaries of a planned district unless the provisions of the planned district so stipulate.

(c) Subdistricts and Boundary

Note: Subdistrict A is north of Pearl Street,  
Subdistrict B is south of Pearl Street.

The boundaries of this *sign* district and any subdistricts are set forth on Drawing No. C-643.1 and the appended boundary description on file in the office of the City Clerk.

(d) On-Premises *Sign* Regulations for Subdistrict A

(1) *Wall Signs*

- (A) Area. The *sign* for each *premises* shall not exceed 1 square foot for each foot of *street frontage* or 25 square feet, whichever is larger, and each tenant shall be permitted a minimum of 8 square feet.
- (B) *Wall signs* shall not extend more than 18 inches from the *building facade*. *Wall signs* shall not extend above the parapet or eave of the building to which the *signs* are attached.

(2) *Identification Signs*

- (A) One single-faced or double-faced, freestanding *sign* located adjacent to each entrance or exit driveway to a parking *lot* is permitted. Such *signs* shall not exceed 12 square feet in area or a height of 12 feet measured from the base at ground level to the apex of the *sign*.
- (B) One *sign* on the exterior wall at each side or rear entrance to a store, shop, or place of business is permitted provided that the *sign* does not project above the parapet or eave of the building to which the *sign* is attached. No such *sign* shall be attached to the perimeter framing of the building or to the face of canopies or porch roofs. No such *sign* shall have an area exceeding 12 square feet.

(3) Freestanding *Ground Signs*

Where the face of the building sets back from the *property line* more than 20 feet, one single-faced or double-faced freestanding *ground sign* is permitted, in addition to those on the building, in accordance with the following.

- (A) No part of the *sign* shall extend over public property or have a height exceeding 20 feet measured from the base at ground level to the apex of the *sign*. In the Coastal Overlay Zone, however, no part of the sign shall exceed 8 feet in height.
- (B) The total area of the *signs* shall not exceed 0.5 square feet per foot of *street frontage* or 40 square feet, whichever is smaller.

(e) On-Premises *Sign Regulations* for Subdistrict B

(1) Freestanding *Ground Signs*

- (A) Number permitted. One multi-faced *ground sign* for any *premises* having frontage on a *public right-of-way*.
- (B) More than one frontage. Where a *premises* fronts on more than one *public right-of-way* or *street*, excluding *alleys* and service ways, Section 142.1290(e)(1)(D) shall apply to each frontage. Each frontage is to be considered separately for determination of *ground sign* allowances. (Street side yard does not count as frontage.)
- (C) Height Limit. 20 feet measured vertically from the *sign* base at ground level to the apex of the *sign*. Coastal Overlay Zone Height Limit. 8 feet measured vertically from the sign base at ground level to the apex of the sign.
- (D) Area. The maximum permitted area of a *ground sign* is 64 square feet or 0.75 square feet for each foot of *street frontage* per *premises*, whichever is less, for each face of a double-faced *sign* or for the sole face of a single-faced *ground sign*. If a *sign* has more than two faces, the total area may not exceed twice the area permitted for one face.
- (E) Rotating *signs* are not permitted.
- (F) *Ground signs* shall not project over roofs located on the *premises* or the *public rights-of-way*.

- (G) *Ground signs* may only be utilized on *premises* where the building sets back at least 20 feet from the *public right-of-way* of the frontage *street* to which the *ground sign* is oriented.
- (2) *Wall Signs*
  - (A) Area. Permitted area for *wall signs* shall be calculated in accordance with Table 142-12L.

**Table 142-12L**  
**Basis for Calculation of Area for Wall Signs on a Single Frontage**  
**in the La Jolla Sign Control District**

	Area Categories		
	Category A	Category B	Category C
<b>All public right-of-way Widths</b>	No ground or <i>projecting sign</i> erected by occupant	<i>Ground sign</i> but no <i>projecting sign</i> erected by occupant	<i>Projecting sign</i> but no <i>ground sign</i> erected by occupant
	<i>Street Frontage X:</i> 2 ft	<i>Street Frontage X:</i> 1 1/2 ft	<i>Street Frontage X:</i> 1 ft

(Calculation: Linear *street frontage* of *premises* times table factor for each category=permitted area in square feet for fascia or *wall sign*.)

This frontage factor is relative to the *building facade* on each *premises* which has separate and exclusive public entrance visible from a *public right-of-way*, excluding *alleys* and service ways. Each *premises* shall have a minimum area of 24 square feet, and each tenant shall be permitted a minimum of 8 square feet. (Street side yard does not count as frontage.)

- (B) *Wall signs* shall not extend more than 18 inches from the building wall.
- (C) *Projecting Wall Signs*
  - (i) *Wall signs* may not project above the *roof line* at the wall, or the top of the roof or *roof line*, whichever is applicable.
  - (ii) *Wall signs* may not project above the top of a parapet wall.

- (3) *Projecting Signs*
  - (A) Any premises with frontage on a *public right-of-way* is permitted to have one *projecting sign*. The *projecting sign* may exist instead of, but not in addition to, a *ground sign*.
  - (B) Area. The maximum permitted area of a *projecting sign* shall not exceed 48 square feet or 0.5 square feet for each foot of *street frontage*, whichever is less, for each face of a double-faced *sign*. *Projecting signs* may have a maximum of two faces.
  - (C) Maximum projection over *public right-of-way*. A *sign* may not project perpendicularly beyond the *property line* more than 5 feet or two-thirds of the distance from the curb to property line, whichever is less. For allowable combinations of projection and height for *projecting signs* over *public rights-of-way* see Table 142-12M. If an establishment has a frontage less than 25 feet, a *projecting sign* on the establishment is limited to a projection of 4 feet beyond the *property line*.
  - (D) Height over roof or parapet. *Projecting signs* may not extend above the *roof line* at the wall or the top of a parapet wall.

**Table 142-12M**  
**Allowable Combinations of Projection and Height for Projecting Signs**  
**in the La Jolla Sign Control District**

<b>Height above sidewalk or grade to bottom of sign</b>	<b>Maximum diagonal projection of corner signs over public rights-of-way (45°)</b>	<b>Maximum projection of other than corner signs over public rights-of-way</b>
8 ft.	1 ft.	1 ft.
9 ft.	1 ft., 8 in.	1 ft., 6 in.
10 ft.	2 ft., 4 in.	2 ft.
11 ft.	3 ft.	2 ft., 6 in.
12 ft.	3 ft., 8 in.	3 ft.
13 ft.	4 ft., 4 in.	3 ft., 6 in.
14 ft.	5 ft.	4 ft.
15 ft.	5 ft., 8 in.	4 ft., 6 in.
16 ft. and over	6 ft., 4 in.	5 ft.

(4) Identification Signs

- (A) One single-faced or double-faced freestanding *sign* located adjacent to each entrance or exit driveway to a parking *lot* is permitted. Such *signs* shall not exceed 12 square feet in area or a height of 12 feet measured from the base at ground level to the apex of the *sign*, except that in the Coastal Overlay Zone, the height of the sign shall not exceed 8 feet.
- (B) One *sign* on the exterior wall at each side or real entrance to a store, shop or place of business is permitted provided that no *sign* shall project above the parapet or eave of the building to which the *sign* is attached. No such *sign* shall be attached to the perimeter framing of the building or to the face of canopies or porch roofs. No such *sign* shall have an area exceeding 12 square feet.

(5) Abatement

Any *sign* not in compliance with the provisions of this section within 7 years from the effective date of the ordinance adopting these regulations shall be removed or brought into compliance unless the *sign* is granted an extension of time as set forth in Chapter 12, Article 9, Division 8 (Sign Permit Procedures). Any *sign* located on property subsequently placed in this *sign* district and not in compliance with the provisions of this section shall be removed or brought into compliance within 7 years from the effective date of the ordinance establishing this *sign* district on the property unless the *sign* is granted an extension of time as set forth in Chapter 12, Article 9, Division 8.

(6) Severability

If any section, subsection, sentence, clause, or phrase of this section is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, the decision shall not affect the validity of the remaining portions of this section. The City Council hereby declares that it would have passed this ordinance, and each section, subsections, sentence, clause and phrase hereof, irrespective of the fact that any one or more of the sections, subsections, sentences, clauses or phrases hereof be declared invalid or unconstitutional.

*(Added 12-9-1997 by O-18451 N.S.; amended 10-18-1999 by O-18691 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)*