

## Amended Downtown Torrance Signage Standards

The Downtown Torrance Signage Standards is amended to read in its entirety as follows:

“All signs erected, maintained or located in the Downtown Torrance District, shall comply with the provisions described herein. In circumstances where said provisions do not address a particular aspect of signage, the Sign Ordinance of the City of Torrance will take precedence. The Downtown Design Manual shall be used as a guideline for establishing aesthetic standards. No sign shall be erected or altered before acquiring a sign permit. Moreover, no sign permit shall be issued for any additional sign or alterations to existing signs until all signs on the property or development conform to said provisions.

### I. DEFINITIONS

- a) Area of Sign. "Area of Sign" shall mean the total area within the extreme perimeter of the attraction area intended to draw attention to the sign, including all open spaces and the supports which the sign rests upon.
- b) Ground Sign. "Ground Sign" shall mean a sign not wholly supported on a building or on a structure other than a sign structure.
- c) Projecting Sign. "Projecting Sign" shall mean a sign suspended from or supported from a building or structure and projecting out therefrom more than one (1) foot.
- d) Hanging Sign. "Hanging Sign" shall mean a sign suspended from a building or structure which is perpendicular or parallel to the facade of the building.
- e) Roof Sign. "Roof Sign" shall mean any sign supported by the roof of a building or placed above the apparent flat roof or eaves of a building as viewed from any elevation.
- f) Temporary Sign. "Temporary Sign" shall mean a banner type sign constructed of a sturdy material, such as canvas, so as to prevent rapid deterioration. Such sign is intended to be displayed for a short period of time only.
- g) Wall Sign. "Wall Sign" shall mean any sign painted on, attached to or projecting from the wall surface of a building (including permanent window signs and signs on awnings). A wall sign shall not project above the apparent flat roof or eave line as viewed from all elevations.
- h) Awning. "Awning" shall mean any structure, such as canvas, projecting from the wall of a building over a window or entrance.
- i) Qualified Street Frontage. "Qualified Street Frontage" shall mean the width of storefront of a commercial or industrial development fronting on a major or secondary thoroughfare. In cases of corner or through lots, only one (1) street frontage may be used as qualified street frontage for purposes of calculating permitted sign area.
- j) Monument Sign. "Monument Sign" shall mean an independent structure supported from grade to the bottom of the sign with the appearance of having a solid base.
- k) Sign Placement Area. "Sign Placement Area" shall mean the continuous plane of a wall or architectural feature on which the sign is to be mounted.

### 2. SIGNAGE: TYPES PERMITTED

The types of signs permitted in the Downtown Torrance District will be limited to wall signs, temporary signs, hanging signs, and logo signs. Awnings and monument signs will also be permitted. Illuminated signs will be permitted and shall conform with the Torrance Municipal Code Sign Ordinance.

Following are restrictions for each type sign:

- a) Wall Signs. Wall signs shall not exceed fifteen (15) percent of the exposed area of the sign placement area on which they are located. Said fifteen (15) percent also to include valance, permanent window signs and temporary signs.
- b) Hanging Signs. Hanging signs will be limited to nine (9) square feet in area and will be attached to the building. Material used for fastening or supporting hanging signs will be restricted to metals with porcelain enamel, stainless steel, brass or bronze finished. For adequate clearance, hanging signs will be placed no lower than eight feet above grade. Those over publicly owned rights-of-way shall require an encroachment permit.
- c) Temporary Signs. Temporary signs shall not exceed ten (10) percent of the window.
- d) Monument Signs. Monument signs shall not exceed five (5) feet in height and twenty-five (25) square feet in area.

### **3. SIGNAGE: TYPES NOT PERMITTED**

The following types of signs will be prohibited in the Downtown Torrance District:

- a) Ground/pole signs
- b) Roof signs or any type of sign which is placed above the apparent flat roof or eaves of a building.
- c) External rotating, moving, flashing, changing, blinking signs.
- d) Permanent signs will be for business identification only; brand names or product advertising are not permitted.
- e) Permanent signs will not cover windows, building details, trim, roof or tower over the building.

### **4. SIGNAGE AREA**

Total sign area allotment permitted will be one and one-half (1.5) square feet of sign for each linear foot of qualified street frontage with a minimum allowance twenty-five (25) square feet. Maximum height of letters will be restricted to eighteen (18) inches; maximum height of letters on canvas awnings will be limited to ten (10) inches. Business identification shall not exceed two (2) feet, six (6) inches. For all signs erected, maintained, or located on parcels with frontage on either side of Torrance Boulevard, Cabrillo Avenue and Carson Street, which fall under the Downtown Torrance District, the maximum sign area shall conform to Section 911.4.010 (b) of the Torrance Municipal Code.

### **5. SECOND STORY SIGNAGE**

Where leasable office space occurs on a second level, signage will be allowed for building identification. Window signs consisting of lettering only shall be allowed for business identification. Window sign lettering shall not exceed one line of copy and can be no higher than nine inches. On a parapet or windowless wall, signage may include representational graphics, symbols or logos not to exceed sixteen (16) square feet in area for business identification. A window sign or a sign on a parapet or windowless wall will be permitted for business identification and will not be counted as part of the allowable sign footage.

### **6. NON-CONFORMING SIGNS**

All applications for signs which do not conform to the provisions described herein shall be submitted to the Community Development Director for review. Additionally, a sign application will be submitted to the Community Development Director for review when other signs located on the same property or development do not conform with signage provisions. Decisions of the Community Development Director may be appealed to the Planning Commission.

## **7. EXCEPTIONS FOR ARTERIAL STREETS**

All signs erected, maintained or located on both sides of Torrance Boulevard, Cabrillo Avenue and Carson Street, which fall within the Downtown Torrance District, shall conform to the Torrance Municipal Code except that:

- a) Roof signs and ground/pole signs will be prohibited unless reviewed and approved by the Planning Commission after a finding of fact that no other adequate means can be found to identify the business
- b) Permanent signs will not cover windows, building details, trim, roof or tower over the building.”