

## Chapter 7: Signage



## 7.0 Sign Guidelines

### Introduction

The San Juan Bautista Sign Guidelines serve as a visual design reference and guide that reflects the San Juan Bautista Sign Code. These guidelines are intended to help communicate the City's design goals to the Historic Resources Board, Planning Commission, Planning staff and the public. These guidelines serve as a general reference to determine sign size, location, and design. Specific details are located within the Sign Code. All signs must go through the City's application and approval process. Visual representations of what signs are permitted are supplied as examples in this document.

### Purpose

The San Juan Bautista Sign Code offers the following goals to be achieved when determining the design of signs:

- To reflect the intent of the City's *General Plan* and *Design Guidelines* with emphasis on pedestrian orientation.
- To provide for the health, welfare and safety of the public.
- To maintain a high quality of preservation.
- To support the *Dark Sky Ordinance*.
- To preserve and enhance the cultural and historic aesthetics and ambiance associated with San Juan Bautista, *City of History*.

### 7.1 Guidelines-General

#### Design

- Signs should be designed at the same relative scale as that of the building in order to contribute to the pedestrian scale of San Juan Bautista.
- Signs should be designed with the pedestrian in mind in terms of sign placement and legibility.
- Signs that appear to be hand crafted are highly desirable. Hand painted and hand carved signs that contribute to the overall small town rural feel of San Juan Bautista are encouraged.
- Signs should be coordinated with the architectural style and maintain integrity of the building and not obstruct any of the building's character defining features.
- Signs should be compatible in design with other existing and approved signs in the area.
- Pole signs are discouraged and should only be used when the character of the area or physical characteristics of the site support their use.

Image 7-1 Hand Carved Sign



## 7.2 Location

- Locations of signs should be logical in relationship to the building's main store front or entry.
- The placement of signs should avoid obstructing any of the building's architectural features .



Image 7-2 Sign Location Example



Image 7-3 Sign Location Example

## Color & Materials

- Sign color should complement or accentuate the color of the building.
- Signs should not only use colors in an attractive manner to catch attention, but also to convey a message. Too many colors can lead to confusion while not enough color might not be eye-catching or of visual interest.
- Sign color should also be chosen with legibility in mind; contrast is desirable between the sign and its surrounding material to be both legible and eye-catching to the pedestrian.
- Signs that appear to be hand crafted, painted and carved are highly desirable. Materials that are high quality and durable are preferred.

Image 7-4 Sign Color Example



## Sign Legibility

- Limit number and lettering styles to reduce confusion and increase legibility. A general rule is no more than two font styles for a small sign and no more than three for larger signs.
- Intricate fonts should be avoided as they can sometime be difficult to read.
- Brief and succinct messages are most effective.
- Letters and words should not be spaced too close together or too far apart.
- Symbols and logos are encouraged.



Image 7-5 Sign Legibility Example

**Size Chart – Figure 7.1**

Sizes of the signs are related to type and should follow the regulations listed in the San Juan Bautista Sign Code. Refer to attached chart for quick reference.

| type   | maximum square footage  | maximum height | other |
|--|---|----------------|-------|
| <b>Residential</b>                             |   |                |       |
| sign for identification of non-residential use | 2 sf  |                |       |
| name plate                                     | 1 sf  |                |       |
| <b>Commercial and Mixed Use</b>                |   |                |       |
| sign affixed to structure                      |   |                |       |
| <i>interior lots</i>                           | One-fourth square foot of sign for each foot of street frontage of the site   |                |       |
| <i>corner lots</i>                             | The area of the sign for a corner lot shall be one-quarter square foot of each foot of width of the street frontage elevation of the building plus one-quarter square foot for each length of side elevation of the building. |                |       |
| <i>multiple businesses in one building</i>     | combined 40 sf  |                |       |
|  | individual 8 sf   |                |       |
| <i>for motel and hotel</i>                     | 16 sf   |                |       |
| on-site directional signs                      | 3 sf  | 5 ft           |       |
| bulletin boards                                | 20 sf   | 10 ft          |       |

|  |   |      |                 |
|--|---|------|-----------------|
| <i>real estate signs</i>                             | 24 sf                                   |      | non illuminated |
|  |   |      |                 |
| <b>Industrial Zoning Districts</b>                   |   |      |                 |
| identification signs                                 | 6 sf                                    |      |                 |
| identification signs on the site of public building  | 12 sf                                   |      |                 |
| on site directional signs                            | 3 sf                                    |      |                 |
| multiple buildings on single site                    | Comprehensive Sign Program is required. |      |                 |
| <b>Temporary Signs</b>                               |   |      |                 |
| temporary Construction signs                         | 15 sf                                   |      |                 |
| campaign sign  | 32 sf In & 6 sf C ,MU                   |      |                 |
| <i>industrial</i>                                    | 32 sf                                   |      |                 |
| <i>commercial and residential</i>                    | 6 sf                                    |      |                 |
| Grand Opening /Closing and other Special Event Signs | 26 sf                                   |      |                 |
| Special Event Signs                                  | 10 sf                                   |      |                 |
| real estate signs                                    | 24 sf                                   | 4 ft | non illuminated |

Chart 7.1 Sign Size Chart

**Maximum Sign Area**

- As a general rule, signs in the Commercial and Mixed Use areas should be pedestrian oriented and pedestrian scaled. Sign size should relate to the sign’s legibility.

## 7.3 Types of Signs

### 7.3.1 Illuminated Window Signs

- An illuminated sign is defined as any sign that requires some type of lighting element for enhancing or increasing the visibility.

The San Juan Bautista Sign Code states that businesses shall be allowed **one** lighted window sign (during business hours) of their choice without a permit and as noted below:

**A lighted sign can be placed inside of the business building (inside shall be defined as within 12 inches of the actual window glass or exterior wall opening visible from the outside) but may not exceed a maximum of 216 square inches. (SJBMC 11.10.020)**

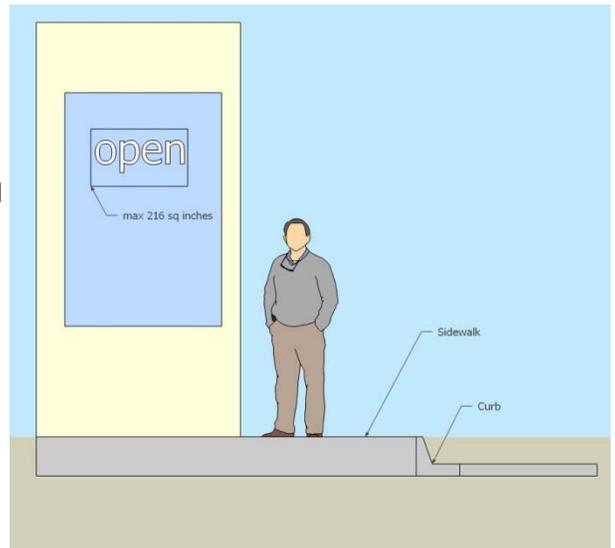


Diagram 7.1 – Illuminated Window Sign

Guidelines for illuminated window signs are:

- Illuminated window signs must comply with the lighting levels as outlined in the *Dark Sky Ordinance*.
- An illuminated Window sign may not flash, move or simulate movement.
- Sign illumination should not produce unsafe conditions to either pedestrians or vehicles.
- **Examples:**

Image 7-6 Illuminated Window Example



Image 7-7 illuminated Window Example



### 7.3.2 A-Frame Signs

- An A-frame sign is a temporary sign which is positioned on a sidewalk area and is hinged at the top with support legs spread to form a triangular arrangement.

**The San Juan Bautista Sign Code states that a portable A-frame signs are prohibited unless located *entirely* on private property and within 15 feet of a public entrance to the associated business.**

**An A-frame sign should not interfere with pedestrian ingress or egress as required by the Building or Fire Code.**

If Sign meets the above criteria, then the guidelines for being issued a permit for A-Frame Signs are:

- An A-frame sign should not be too large in scale in relationship to the store front.
- An A-frame sign should not be more than four (4') feet in height or 2.5' in width.
- A-frame sign usually convey messages related to promotions and specials. Signs should have structural integrity and be durable.
- A-Frame signs that are made out of wood, hand carved or painted are encouraged.
- A-frame signs should only be displayed during business hours.
- One sign per store front is allowed.

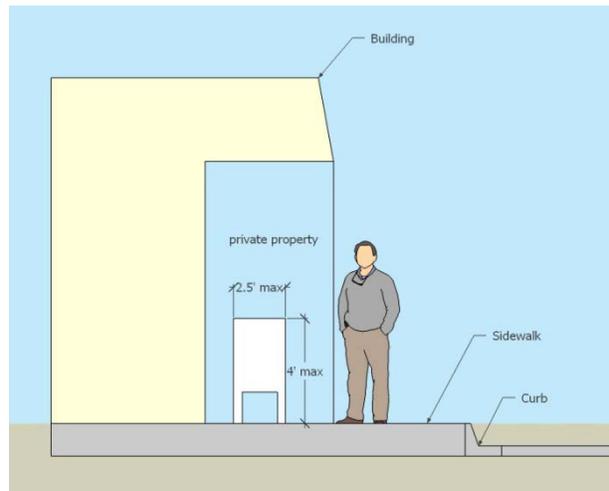


Diagram 7.2 A- Frame Signs



Image 7-8 A- Frame Sign Example



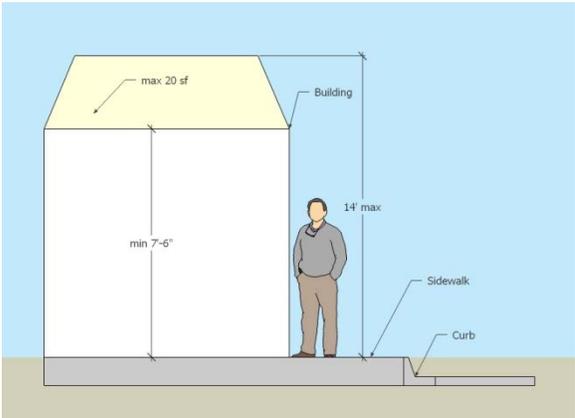
Image 7-9 A- Frame Sign Example

**7.3.3 Awning Signs**

- An awning sign is a hanging sign suspended from the structural supports of the awning cover and conforms to the height clearance and size allowed in the category applied for.

Awning signs are generally **not** part of the preferred sign types of San Juan Bautista and are allowed only if there are no alternatives for free standing, hanging, or wall signs.

Diagram 7-3 Awning Signs



Guidelines for Awning Signs are as follows:

- **Only** one awning sign per storefront is allowed.
- An awning sign should not exceed 20 square feet in area and abide by size requirements given in the Sign Code.
- An awning sign should not be located more than 14 feet above grade.
- The bottom of the awning should maintain a minimum clearance of 7'-6" above the walkway.
- An awning sign should be integrated to the awning's fabric; no board or vinyl-type banner signs attached to the awning will be allowed.



Image 7-10 Awning Sign Example



Image 7-11 Awning Sign Example

### 7.3.4 Directory Signs (Comprehensive Sign Program)

Directory signs are signs usually in complexes with multiple businesses that identify the businesses with their locations.

Guidelines for Directory Signs are:

- The maximum area of a directory sign should not exceed 6 square feet.
- Directory signs can also include a small map of the building or complex if necessary.
- A directory sign should be placed in a location that is logical and easy to find.

Example:



Image 7-12 Comprehensive Sign Example

### 7.3.5 Freestanding Signs

A freestanding sign is a sign standing alone or on its own foundation, free of support or attachment to a building, structure, post, or pole.

Guidelines for Freestanding Signs are:

- For sizing of freestanding signs, please refer to the San Juan Bautista Sign Code.
- Freestanding signs should only be installed on lots that have front yard setbacks.
- Freestanding signs should respect the architectural style of adjacent buildings.
- Freestanding signs should be scaled to the pedestrian level.
- The use of decorative iron on the freestanding sign is encouraged.
- Incorporating landscaping at the base of a freestanding sign is encouraged.
- Freestanding signs can be indirectly illuminated but must not use neon or flashing movements. Lighting level must also comply with the *Dark Sky Ordinance*.
- Freestanding signs may **not flash, move or simulate movement**.
- Freestanding advertising and billboards signs are prohibited.

Examples:



Image 7-13 Freestanding Sign Example



Image 7-14 Freestanding Sign Example

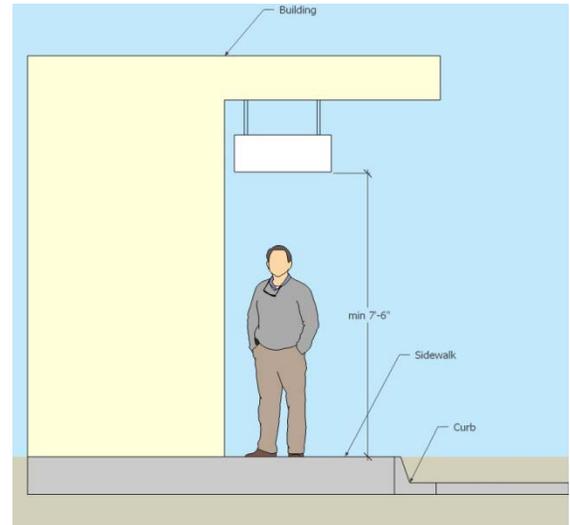
### 7.3.6 Hanging Signs

A hanging sign is any sign hanging from an awning, covered roof, building roof overhang or structural projecting frame over a sidewalk area.

Guidelines for Hanging Signs are:

- Hanging signs are generally appropriate where an overhang or covered walkway exists.
- Hanging signs should be located with pedestrians in mind.
- The bottom of the hanging sign must maintain a clearance of at least 7' 6" feet above the walkway.
- Hanging signs should not be located more than 10 feet above grade.
- The size of a hanging sign should be proportionate to the scale of the building.

Diagram 7-4 Hanging Signs



Examples:



Image 7-15 Hanging Sign Example



### 7.3.7 Projecting Signs

- A sign that is attached to a frame, secured to a building or structure, which projects over the sidewalk area by a frame and is perpendicular to the pedestrian foot traffic.

Diagram 7-5 Projecting Signs

Guidelines for Projecting Signs are:

- Multiple projecting signs on the same or contiguous properties should not be installed within 8 feet of each other.
- Projecting signs should be designed to complement the architectural style of the building.
- Projecting signs should not obstruct any door, window, fire escape or other emergency exit.
- Projecting signs are encouraged in high pedestrian areas.
- Projecting signs should be placed close to the store's main entrance.
- Projecting signs should be located at ground level unless the building contains a second level with offices or storefronts.
- The sign must maintain a ground level minimum clearance of 7' feet, 6" inches.
- The sign should be placed at a 90 degree angle and at least 6 inches away from the wall.
- Decorative iron brackets are encouraged; wood brackets may also be appropriate. Bracket design should complement the shape of the sign.
- Projecting signs should be placed at a height consistent with adjacent buildings.

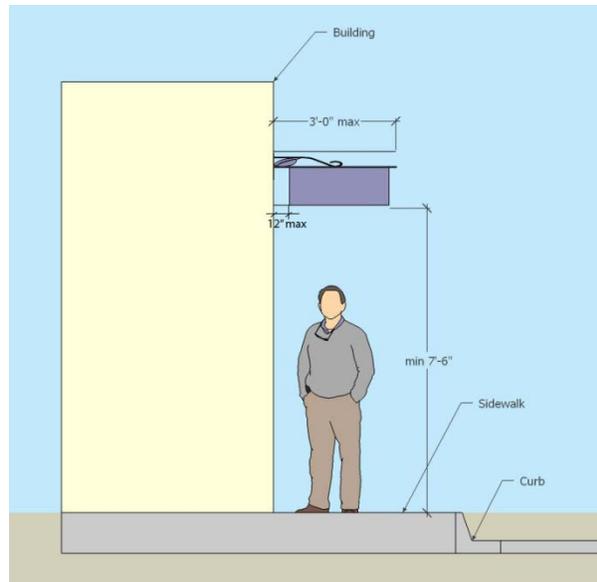


Image 7-17 Projecting Sign Example



Image 7-18 Projecting Sign Example

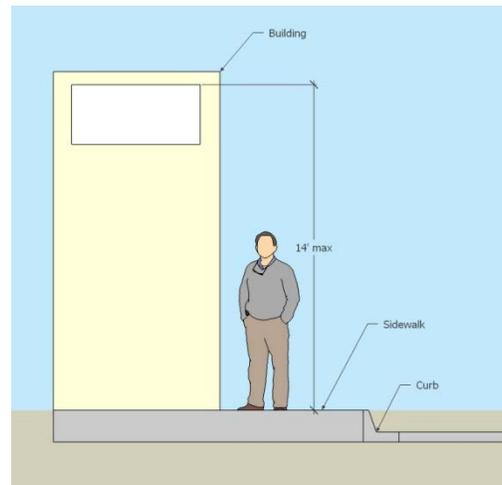
### 7.3.8 Wall Signs

- A wall sign is a sign that is mounted or permanently adhered to a flat wall surface of the building.

Guidelines for wall signs are:

- Wall signs should abide by sizes defined in the Sign Code.
- Wall signs should not be installed more than 14 feet above grade.
- Wall signs should be scaled in relationship to the building's scale.
- Wall signs should respect the architectural style of the building.
- Wall signs should not obstruct any door, window, fire escape or other emergency exit.
- Wall signs should be located in close proximity to the public entrance of the storefront and where architectural features of the building allow.
- Wall signs painted directly on a structure may be encouraged as "Ghost signs" on new construction.

Diagram 7-6 Wall Signs



#### Examples:

Image 7-19 Wall Sign Example



Image 7-20 Wall Sign Example



Image 7-21 Wall Sign Example

### 7.3.9 Window Signs

A window sign is a sign that is mounted for display in a window, and intended to be viewed from the outside. See Sign Code for specifics related to Illuminated and Non-Illuminated Window Signs.

Guidelines for Window Signs are:

- A window sign should be no larger than 50 percent of the window area.
- A window sign should respect and complement the existing colors of the building.
- Window signage should be appropriately scaled and be located at pedestrian level.

#### Examples:

Image 7-22 Window Sign Example



Image 7-23 Window Sign Example

### **7.3.10 Temporary Signs**

Temporary signs include both grand opening and other special event signs.

The San Juan Bautista Sign Code states Grand Opening /Closing should not exceed twenty square feet in area and not exceed fifty percent of the total window area may be permitted to announce the commencement of a new business establishment or its closing. Such signs shall not be displayed for more than 30 days in one year and shall not exceed a cumulative display time of 30 days.

The San Juan Bautista Sign Code states Special Event Signs shall not exceed ten square feet and may be displayed for no more than 30 days prior to the event. Such signs must be removed within two days after the event. Two special event signs may be allowed on a business establishment in any 12 month period, with at least three months between the removal of the previous and the posting of the new sign.

For more detailed information about temporary signs, please refer to the San Juan Bautista Sign Code.

### **7.3.11 Prohibited Signs**

The following signs are prohibited in the San Juan Bautista Sign Code 11.10.100

- A-frame signs located on public property.
- A-frame signs on private property that interfere with pedestrian ingress or egress as required by the Building or Fire Code.
- More than one Internally-illuminated sign window sign.
- Neon signs, florescent or phosphorescent colors, flashing signs, and LED (light emitting diode) signs (with the exception of signs included in the Sign Code 11.10.020).
- Animated, moving (or simulating movement) signs.
- Any sign affixed to any vehicle or trailer unless the vehicle or trailer is intended to be used in its normal business capacity and not for the primary purpose of advertising a use or event or attracting persons to a place of business.
- Signs or sign structures that resemble or conflict with traffic control signs or devices, whether by color, wording, or location.
- Signs that create a safety hazard by obstructing the clear view or safe movement of vehicular or pedestrian traffic.
- Signs that obstruct any door, window, fire escape or other emergency exit.

- Signs on public property except those authorized by the City.
- Freestanding outdoor advertising signs or billboards.
- Posters, placards, announcements, advertising and similar signs attached to any fence, pole, wall, bus stop, bench, or any other object in or upon a public right-of-way, with the exception of notices posted by a public officer in the performance of a public duty, any person for the purpose of giving legal notice, warning or informational signs required or authorized by governmental regulations.