

Excerpt from City of Monterey Resolution 93-182
The City Council approved the guidelines below October 5, 1993

**Architectural Review Committee Recommended Policy Guidelines for
Neon and Electric Window Signs**

Neon or electric signs that are visible to the public right-of-way or other open space accessible to the public and legible from a distance of ten feet (10') or more may be permitted provided they conform with the following standards:

1. Neon or electric signs located on and parallel to interior perimeter walls, legible to customers inside the business and set back more than 5'-0" from a storefront window are not regulated.
2. Neon or electric signs located in a window visible to the public right-of-way or other open space accessible to the public are regulated with respect to size, color, and number.
3. Interior neon or electric signs that are not located on an interior perimeter wall as described in No. 1 above and are not legible to customers inside the business shall be classified as window signs and shall be regulated in the same manner as if they were located in a window. Neon or electric signs located on perimeter walls within 5'-0" of a window visible to the public right-of-way or other open space accessible to the public shall also be classified as window signs and subject to regulation.
4. No more than two (2) neon or electric window signs shall be displayed per business.
5. Neon or electric signs located in a window shall be regulated with respect to size and window coverage. Each business may display a maximum of two (2) neon or electric window signs. Each business may display a maximum of two (2) neon or electric window signs. Such signs shall not exceed THE LESSER OF TEN PERCENT (10%) OR FIVE (5) SQUARE FEET. But, in no case shall the Architectural Review Committee require a neon or electric sign to be less than two (2) square feet in area if only one sign is displayed. If two (2) signs are displayed the total sign area shall not exceed the lesser of 10% or 5 square feet. For example, a 15 square foot window is only allowed one 2 square foot sign or two (2) signs that together do not exceed 1.5 square feet in area (10% coverage). A window is defined as an opening in a wall or door functioning to admit light and usually framed and spanned with glass.
6. A neon or electric sign located in a window shall not display more than two (2) different colors or be flashing, moving, rotating, automatically changing, blinking, or sequentially changing.
7. With the exception of properties that are Historic "H" zoned, a neon or electric window sign that fully conforms with all of these standards shall be allowed by a permit that is administratively approved by the Planning Division. Signs that do not conform with these standards require review and approval by the Architectural Review Committee.
8. Existing interior neon and electric signs that are located more than 3'-0" behind a window and are not legible to customers inside the business are conforming signs and they will be allowed to remain without a permit for a maximum period of six (6) months from the date of adoption of these policy standards. Non-conforming signs may be maintained, but they may not be

enlarged, changed, moved, or in any way altered. These non-conforming signs must be removed or altered. These non-conforming signs must be removed or applications for sign permits requesting them to remain must be submitted to the Planning Division.

9. The Architectural Review Committee, in reviewing signs that require a variation of standards, will consider the size and location of the building, the amount of window area, the character and size of other signs in the neighborhood, and any unusual location, configuration, and graphics communications problems that may exist for the property on which the building is situated.