

Excerpt from City of Monterey Resolution 95-127
The City Council approved the guidelines below August 15, 1995

Recommended Amendments to the Lighthouse Area Plan Sign Programs

Program 3.2.6.1 the orderly placement of signs enhances building appearance and improves sign visibility and effectiveness.

- a) Signs painted or applied to walls, wood panel signs, and the application of letters indirectly to walls are allowed.
- b) Small areas of stenciled lettering on window glass are permitted in place of an attached sign on the outside of the building.
- c) Signs on the front of buildings should be centered on parapet or located below the eaves overhang, as appropriate and consistent with building architecture.
- d) Signing should be limited to the first-story level. For second-story businesses, a central directory sign at the first level should be used.

Program 3.2.6.2 Signs that are appropriate in size, number, and scale with the individual and distinctive character of the retail shops and restaurants of Lighthouse Avenue are allowed.

- a) Signing for separate tenants within a single building should be consistent in design, size, and materials used and should be compatible with the scale of the building.
- b) Signing on the sides of a building should be subordinate to the sign(s) on the front of the buildings so as not to detract from a storefront's appearance; size is limited to one-tenth square foot of sign are per each lineal foot of that frontage or up to ten square feet, whichever is greater.
- c) The size of sign letters should be proportional to store frontage, sign are, and building architecture. Generally, sign letters should not be greater than ten inches tall and ten inches wide. Exceptions to this would be for parcels greater than 50,000 square fee, where sign lettering size will be subject to Architectural Review Committee approval.
- d) The number, size, and locations of open/closed, temporary, advertising, promotional, and changeable copy signs shall conform with the rules and standards set forth in the Special Permit and Exempt Signs section of the Sign Ordinance (Section 31-9 of the Monterey City Code) and the Neon and Electric Window Sign Policy Guidelines Resolution.
- e) A consistent address numbering system for buildings with more than one business is required.
- f) Monument freestanding signs are prohibited for buildings with no setback on Lighthouse Avenue. The majority of Lighthouse Avenue buildings are located adjacent to the public sidewalk without setback. This development patter does not allow installation of freestanding signs in most cases. If buildings are set back from the sidewalk, freestanding

signs may be considered by the Architectural Review Committee. Freestanding signs, when appropriate, are limited to one (1) per property and completely located on private property.

- g) For corner buildings, the frontage area of the building that is calculated for sign size is that side which faces a main street only. For purposes of this Area Plan, main streets are considered to be Lighthouse Avenue, Hawthorne Street, and Foam Street.
- h) Decoration of storefronts is allowed for holidays only. Year-round Christmas lighting is prohibited.

Program 3.2.6.3 A variety of signing techniques is encouraged, within these general guidelines:

- a) All proposed fin signs (signs placed at right angles on buildings) will be evaluated by the Architectural Review Committee. These signs, due to their projection from the building wall, may add visual clutter, narrow the perceived width of the street, and block view of adjacent signs. Fin signs that create these impacts will not be approved.
- b) Portable freestanding signs are prohibited in the public right-of-way. If proposed for location on private property, portable signs will be reviewed by the Architectural Review Committee. Portable signs must not conflict with landscaping, parking, and vehicle and pedestrian circulation.
- c) For external use, neon signs are prohibited. Neon window signs shall conform with the rules and standard adopted in the City Council's Neon and Electric Window Sign Policy Guidelines Resolution.
- d) Internally illuminated freestanding signs are prohibited.
- e) Indirect illumination of signs is allowed. On-building internally illuminated signs are prohibited.
- f) Signing on the front of awnings is allowed. Signing on awning shall conform with rules and standards adopted in the Architectural Review Committee Awning Policies Resolution.
- g) Where appropriate, central directory signs are encouraged for establishments with more than two businesses to serve as a replacement for individual signing of each individual business.