City of Monterey

Sign Guidelines

Adopted August 16, 2016
by the
Monterey City Council
INTRODUCTION
Chapter 31 of the Monterey City Code (the Sign Ordinance) calls for the Council of the City of Monterey to adopt guidelines that will “offer an equal and consistent basis for evaluating signs, will inform the public of the City’s general expectations for the design of signs, and will provide a clear means to achieve the purposes and objectives of this Ordinance.”

With that charge, these guidelines are adopted. They are intended to communicate the City of Monterey’s design expectations to the Architectural Review Committee (ARC), Historic Preservation Commission (HPC), City Planning staff and the public and to refine the purposes and objectives stated in the Sign Ordinance. Their purpose is to “guide” the size, location, and design of signs and they should not be interpreted to be absolutely binding or perfectly applicable in each situation. All applicants will be encouraged to conform to the guidelines and those signs that are consistent will usually be eligible for administrative review.

If a proposal is inconsistent with these guidelines, it may still be approved. However, the applicant must demonstrate to the ARC that the design better meets the purpose and objectives of the Sign Ordinance than would a compliant project. This review will occur before the ARC.

Questions about these guidelines should be directed to the Planning Office at (831) 646-3885.

RELATIONSHIP TO SPECIFIC PLANS & AREA PLANS
The sign guidelines contained in a Specific Plan, Area or Neighborhood Plan, or similar adopted land use document are intended to more specifically describe the expectations for signs in that particular area. Such guidelines shall be considered to preempt and replace the Citywide Sign Guidelines should there be a conflict. Otherwise, the Citywide Sign Guidelines shall apply to all areas within the City.

REQUIRED FINDINGS FOR APPROVAL
For a sign permit application to be approved, the ARC or City staff, as applicable, must first make the following findings:

1. The proposal achieves the purposes and objectives (see next page) of the Sign Ordinance;
2. The proposal is consistent with all applicable sign guidelines or has been determined by the Architectural Review Committee to better achieve the purpose and objectives of this chapter than the strict application of said sign guidelines; and
3. The proposal is consistent with any other adopted land use document including, but not limited to, the Monterey general plan, area or neighborhood plans, design guidelines, or specific plans. (Monterey City Code Section 31-7)
PURPOSE
The Council of the City of Monterey has determined that sign regulation is necessary to control the size, type and location of signs to:

A. Protect and enhance the character and setting of the City of Monterey against visual blight by preventing a proliferation of signs that will detract from, and obscure, the scenic qualities of the City of Monterey and its individual buildings and neighborhoods;
B. Encourage the effective use of signs primarily as a means of identification and communication, and to provide equality and equity among sign owners and those who wish to use signs; and
C. Mitigate the potential cumulative detrimental impact resulting from numerous signs in close proximity to each other, which cannot be addressed in any way other than by limiting the number and size of all signs. (MCC 31-1)

OBJECTIVES
The Council of the City of Monterey has determined that individual signs should further the purpose of this ordinance. This determination is expressed in the following general objectives:

A. Signs are a necessary tool, the primary purpose of which is to identify an entity from an adjacent street frontage. In all regards, any additional sign area, height, or design component that exceeds the minimum necessary to reasonably identify an entity shall be considered extraneous and subject to additional scrutiny and/or denial.
B. Signs are to be an integral visual part of the site and building design and the quality of their design should equal or surpass that of the building and site. In that regard, the materials, dimensions and placement of signs should foremost reflect the unique qualities of their corresponding building and, to a lesser degree, the numerical standards contained herein.
C. Signs, when viewed collectively in a district or blockface, should convey a cohesive and complementary streetscape that expresses the City’s unique historic and aesthetic character. To that end, materials, dimensions and placement should complement signs on adjoining properties. (MCC 31-2)
GUIDELINES – GENERAL

Design

- Signs should be of comparable design quality and architectural integrity as the building or site which they serve and should be visually subservient to building architecture and landscaping.
- Signs should be compatible in materials, location and size with other signs in the area, provided that those signs are consistent with these guidelines.
- Signs should not visually dominate the pedestrian or motorist experience.
- On non-adobe masonry buildings, permanent mounting tracks should be used for wall and hanging signs to avoid repeated drilling and patching on the building. New holes should be avoided on adobe buildings.
- Pole signs and roof signs are generally discouraged and should only be used when the character of the area or physical characteristics of the site support their use.

Location

- Signs should serve primarily to identify an entry or access to a building and should not be located so as to obscure architectural building features or building entrances.
- Signs should be oriented to either the interior of the site or to the adjacent public right-of-way. Signs should not be oriented so as to be intentionally visible from or across an adjacent parcel.
- Signs should be oriented to achieve balanced composition and harmony with other architectural elements of a building façade.

Materials

- Sign materials should be of high quality in appearance and construction, durable, and intended for outdoor exposure and elements.
- Sign materials should reflect the history and character of the immediate area and should contribute to the overall setting.
GUIDELINES – SPECIFIC

RECOMMENDED MAXIMUM SIGN AREA

<table>
<thead>
<tr>
<th>ZONING DISTRICT</th>
<th>TOTAL SIGN AREA</th>
<th>MAXIMUM INDIVIDUAL SIGN AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential (R-E, R-1, R-2)</td>
<td>1/4 square foot for each linear foot of building frontage</td>
<td>20 square feet</td>
</tr>
<tr>
<td>* Nonresidential uses only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential – Multifamily (R-3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Multifamily and nonresidential uses only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial (C-1, C-2, C-3, C-O, CR)</td>
<td>1 square foot for each linear foot of building frontage</td>
<td>50 square feet</td>
</tr>
<tr>
<td>Visitor Accommodation Facility (VAF)</td>
<td>1/2 square foot for each linear foot of building frontage</td>
<td>50 square feet</td>
</tr>
<tr>
<td>Industrial (I)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Space (O)</td>
<td>As determined by the ARC</td>
<td></td>
</tr>
<tr>
<td>Parking (P)</td>
<td>If not defined in PC plan, 1 square foot for each linear foot of commercial building frontage</td>
<td>If not defined in PC plan, 50 square feet for commercial buildings or 20 square feet for residential buildings</td>
</tr>
<tr>
<td>Planned Community (PC)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note:
- Existing signs count toward total sign area.
- Exempt signs (see next page) do not count toward total sign area.

EXAMPLE OF MEASUREMENT IN C-2 ZONING DISTRICT

1 linear foot of building frontage = 1 square foot of sign area

![Diagram showing 20 feet of building frontage with a maximum sign area of 20 square feet.]
ILLUMINATION

- Each sign should be designed so that illumination does not exceed any one of the following measures:
  - 10 watts of incandescent bulb for each 1 linear foot of building frontage
  - 2.5 watts of fluorescent lighting for each 1 linear foot of building frontage
  - 10 lumens of LED lighting for each 1 linear foot of building frontage
- The light source (bulb) should be shielded from view to prevent glare. Use simple shade devices consistent with the building design.
- The lighting should be focused on the sign.
- The lighting color should be relatively warm (2700-3500 Kelvin).
- The lighting should be energy-efficient.
- Indirect illumination and exceptionally-designed internal illumination are preferred.
- The above illumination guidelines will be considered in combination with the exterior illumination (existing or proposed) of the buildings or site. Applicants may be required to submit light intensity and temperature measurements of other sources present on site.

A-FRAME SIGNS

- There should be no more than one A-frame sign per storefront.
- An A-frame sign should not exceed 9 square feet in area.
- An A-frame sign should not be more than 4 feet in height.
- An A-frame sign should be located entirely on private property and within 15 feet of a public entrance. An A-frame sign should not interfere with pedestrian ingress or egress as required by the Building or Fire Code.
- An A-frame sign may convey changeable messages through the use of re-writable surfaces, such as chalk boards or dry-erase boards. Paper signs should not be attached to an A-frame sign. An A-frame sign may take on any design form and need not use a conventional “A-frame” or sandwich board design if all dimensional requirements are met. A-frame signs should only be displayed during hours of operation and must be stored indoors otherwise.
AWNING SIGNS

- There should be no more than one awning sign per storefront.
- An awning sign should not exceed 24 square feet in area.
- An awning sign should not be located more than 16 feet above grade. When suspended over a public right-of-way, the bottom of the awning should maintain a minimum clearance of 8 feet above the walkway.
- An awning sign is generally appropriate only if there are not good alternatives for wall signs, projecting signs or hanging signs.
- An awning sign should be integral to the awning fabric; board signs attached to the awning are discouraged.
- An awning sign should be limited to the skirt or valance of the awning.

COMMERCIAL DIRECTORY PROGRAM

- Commercial Directory Programs should be scaled to pedestrians and used in areas of heavy pedestrian traffic.
- Commercial Directory Programs should not be scaled or oriented to motorists.
- Commercial Directory Programs should be designed collectively and should express the architectural character of the commercial district where they are located.
- Commercial Directory Programs should not contain individually illuminated signs, but should include a common, coordinated light source.
- Commercial Directory Programs are considered Major Signs and are not eligible for Administrative Review.
- Commercial Directory Programs require an encroachment permit when located in the public right-of-way and must provide all necessary clearances. Approval of a Program by the Architectural Review Committee does not preempt encroachment permit requirements.
  - As a condition of the encroachment permit, the City of Monterey may require dedicated spaces to non-commercial or institutional uses.
- Commercial Directory Programs should not interrupt views of the Monterey Bay or other scenic resources.
- Commercial Directory Programs may be installed by business organizations, private interests, the City of Monterey, or other interested party.
DIRECTORY SIGNS

• There should be no more than one directory sign per public entrance.
• The maximum area of a directory sign should not exceed 10 square feet.
• A directory sign should be located within 6 feet of a public entry leading to the identified tenants.

FREESTANDING SIGNS

• There should be no more than one freestanding sign per street frontage.
• All locations are subject to line-of-sight review by the Traffic Engineer.
• A freestanding sign should be designed to complement the adjacent building.

PEDESTRIAN-ORIENTED FREESTANDING SIGNS

• A pedestrian-oriented freestanding sign should not exceed 20 square feet in area.
• A pedestrian-oriented freestanding sign should not be more than 6 feet in height.
• A pedestrian-oriented freestanding sign should only be installed on lots with a front yard building setback of at least 10 feet.

VEHICLE-ORIENTED FREESTANDING SIGNS

• A vehicle-oriented freestanding sign should not exceed 50 square feet in area.
• A vehicle-oriented freestanding sign should not be installed more than 8 feet above grade.
• A vehicle-oriented freestanding sign should only be installed on frontages with public vehicle entrances.
• A vehicle-oriented freestanding sign should only be installed on lots with a minimum lot width of 100 linear feet and a minimum front building setback of 20 feet.
• A vehicle-oriented freestanding sign should have a full-width solid base that the sign face is installed upon unless a solid base would obstruct line of sight. Visible poles are discouraged.
HANGING SIGNS

- There should be no more than two hanging signs per building frontage.
- A hanging sign should not exceed 50 square feet in area.
- A hanging sign should not be located more than 16 feet above grade.
- When suspended over a public right-of-way, the bottom of a hanging sign should maintain a minimum clearance of 8 feet above the walkway.
- The size of a hanging sign should be proportionate to the space that it occupies and should leave open areas around all edges.

OUTDOOR DISPLAYS

- The total area of an outdoor display should not exceed 50 square feet of floor area. This area may be distributed into multiple display areas.
- An outdoor display should be located entirely on private property.
- An outdoor display should only be displayed during hours of operation and must be stored indoors otherwise.
- Approval of an outdoor display does not authorize sales, barking, or other business activity outdoors.
- An outdoor display should demonstrate a very high quality of design, convey a sense of organization and order, should not be cluttered, should not contain overt price signs, should be at a pedestrian scale, and should complement the surrounding business area.
PROJECTING SIGNS

- There should be no more than one projecting sign per storefront.
- A projecting sign should not exceed 6 square feet in area.
- A projecting sign should not be installed more than 12 feet above grade.
- When suspended over a public right-of-way, the bottom of a projecting sign should maintain a minimum clearance of 8 feet above the walkway.
- Multiple projecting signs on the same or contiguous properties should not be installed within 10 feet of each other.
- Projecting signs should be located within 10 feet of the public entrance to the business for which the sign is associated.
- Projecting signs on multi-tenant buildings should contain identical hardware that complements the architectural style of the building.

ROOF SIGNS

- Roof signs are generally discouraged and should only be used when the character of the area or physical characteristics of the site support their use.
- A roof sign is generally appropriate only if there are not good alternatives for wall signs, projecting signs, or hanging signs.
- There should be no more than one roof sign per building frontage or as approved by a multi-tenant sign program.
- A roof sign should not exceed 50 square feet in area.
- A roof sign should be located on the same building face as the public entrance.

TEMPORARY BANNER SIGNS

- There should be no more than two temporary banner signs per calendar year per storefront.
- A temporary banner sign should not exceed 30 square feet in area.
- A temporary banner sign should not be installed more than 16 feet above grade.
- A temporary banner sign should not be displayed for more than 30 days.
- A temporary banner sign should be installed against a building wall and should not be attached to an exterior light fixture, street light, fire escape, or tree.
- A larger temporary banner sign or one to be used for more than 30 days may be approved by the ARC. Banner signs that are used as part of a permanent rotating program, such as those at art museums and community facilities, should be reviewed as wall signs.
**WALL SIGNS**

- There should be no more than two wall signs per storefront.
- A wall sign should not exceed 50 square feet in area.
- A wall sign should be located on the same building face as the public entrance or along a pedestrian walkway.

**WINDOW SIGNS**

- A window sign should not exceed 15 percent of the window area or 24 square feet, whichever is less.
- A window sign should be located only within the measured window. Extra window sign area may not be assigned to a different window.
DEFINITIONS

**A-Frame Sign.** A small portable freestanding sign.

**Address Sign.** Sign installed in compliance with Article 901.4.4 of the 1997 Uniform Fire Code.

**Alteration.** Any increase in sign area and/or height; change in illumination; or modification or replacement of sign face and/or sign structure.

**Ancillary Information Signs.** Small signs generally used in commercial business including, but not limited to, information regarding credit cards, property management, hours of operation, OPEN, etc.

**Architectural Review Committee (ARC).** The committee established in Section 26-20 et seq., and granted the responsibility to review sign applications, per this chapter.

**Attention-Getting Device.** Pennants, streamers, spinners, balloons, inflatable signs, search lights, beacons, flashing lights or messages and other similar attention-getting devices.

**Awning Sign.** A sign that is painted on, attached to, or applied directly to an awning.

**Backlit Translucent Awning Sign.** Any sign located on an awning that is translucent or semi-transparent and illuminated from a light source under or within the awning.

**Banner Sign.** A flexible sign of lightweight fabric or similar material typically supported at two (2) or more points and hung on a building or otherwise suspended down or across its face, or across a public right-of-way.

**Building Face.** A vertical planar wall surface including windows that is at least ten (10) feet in width and eight (8) feet in height and constitutes a distinct perimeter boundary of the building.

**Building Frontage.** The horizontal distance along a building face that is oriented in parallel to a public right-of-way or public walkway, not including the Monterey Peninsula Recreational Trail. For purposes of this definition, a public walkway is a path leading to a business entrance.

**City Planning Staff.** As used in this chapter, the City Planning staff of the City of Monterey or a designee.

**Commercial Directory Program.** A coordinated system of signs installed in the public right-of-way and/or on private property that provide directional information regarding specific sites, institutions, and/or commercial businesses.

**Construction Site Sign.** A temporary sign located on a construction site that denotes or advertises the architect, builder, contractor, subcontractor, developer, funding source, etc., or describes the project.

**Corner Sign.** A sign that is installed on the corner of a building and is intended to be viewed from more than one (1) direction. Corner signs are generally oriented at an approximate forty-five (45) degree angle toward the intersection.
Directory Sign. A sign that is installed against an exterior building wall and provides a listing of the tenants inside of a multitenant building.

Electronic Sign. Any sign that conveys any message through the use of electronic display, light emitting diodes (LED), liquid crystal display (LCD), television or computer screen, or other electronic medium, including but not limited to OPEN, product listing, or similar signs in windows. This does not include neon signs.

Freestanding Sign. A sign that is installed apart from a building.

Government and Community Sign. Signs installed by the City of Monterey or other public agency or utility with the sole purpose of promoting public safety or well-being. This excludes signs denoting public facilities or garages.

Halo-Lit Sign. Any sign constructed in such a way that illumination is projected from directly behind the lettering, creating a continuous glow behind and around the letters. Also known as reverse channel letters.

Handheld Sign. A temporary sign displaying a noncommercial message (e.g., political, ideological, religious) that is held by a natural person.

Hanging Sign. A sign that is suspended in parallel to the building face, generally in front of a window, balcony opening, or other recess.

Height. The height of a sign is the vertical distance from the top of the sign to the grade directly below the sign. In cases of freestanding signs, height is the measurement to the lowest grade within six (6) linear feet of the base of the sign.

Highly Reflective and Fluorescent Sign. Signs made wholly or partially of highly reflective material and fluorescent or day-glow painted signs.

Illegal Sign. An illegal sign is any sign which does not meet the requirements of this code and is not a legal nonconforming sign.

Internally Illuminated Sign. Any sign constructed in such a way that illumination is wholly or partially achieved by projecting light through a transparent or semi-transparent solid surface.

Legal Nonconforming Sign. A sign that was lawfully installed with a sign permit but does not comply with the current sign standards.

Lot Frontage. The horizontal distance along a lot line adjacent to a public street.

Lux. The SI unit of illuminance and luminous emittance measuring luminous power per area. It is used in photometry as a measure of the intensity, as perceived by the human eye, of light that hits or passes through a surface. One (1) lux is equal to one (1) lumen distributed over an area of one (1) square foot.

Monument Sign. A freestanding sign with a solid pedestal.
**Multitenant Sign Program.** A comprehensive design document that describes the allowed size, materials, and location of signs for each storefront and/or tenant in a multitenant building.

**No Trespassing Sign.** Trespassing warnings that are posted in compliance with the requirements of Federal, State and local laws.

**Off-Site Sign.** A sign advertising a business, product, or service not located on the same premises. This definition includes billboards.

**Outdoor Display.** A sign consisting of displayed merchandise, mannequins, or other objects or products displayed outdoors for the purpose of attracting attention to the premises or business.

**Parking Lot Sign.** A sign installed in parking lots that restricts the use of parking spaces for certain businesses, that states no parking, provides directional information to on-site motorists, or similar noncommercial message relating to parking lot management.

**Personally Attended.** Means that a person is at all times physically present within five (5) feet of a Temporary Sign displaying a noncommercial (e.g., political, ideological, religious) message.

**Pole Sign.** A sign with a minimum height of eight (8) feet, as measured to the top of the sign, that is installed atop a pole or other similar structure that is solely intended to elevate the sign to increase visibility.

**Premises.** A single lot of record and all of the buildings contained thereon. Adjoining lots of record under common ownership do not constitute a single premises but are considered individual premises.

**Projecting Sign.** A small sign that projects perpendicularly from the face of a building and generally overhangs a walkway.

**Public Entrance.** An exterior doorway providing access to the public during ordinary business hours.

**Real Estate Sign.** A sign indicating that the property on which the sign is located is for sale, rent, or lease and providing relevant contact information.

**Roof Sign.** A sign or any portion thereof erected or painted on or over the roof covering any portion of a building, and either supported on the roof or on an independent structural frame or sign tower, or located on the side or roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

**Sign.** Any visual device or representation designed or used for the purpose of communicating a message or identifying or attracting attention to a premises, product, service, person, organization, business or event, with or without the use of words.

**Sign Area.** The area of a sign calculated by determining the number of square feet of the smallest rectangle(s) within which a sign face can be enclosed. In determining the area of an individual sign that has more than one (1) face (e.g., a freestanding or A-frame sign), the single sign face with the greatest
area shall be used. Perfectly circular signs are measured by determining the circular area \((A=\pi r^2)\) of the sign face.

**Sign Face.** The sign face is any visible portion of a sign, including all characters, symbols, and structural or nonstructural background (e.g., cabinet frame or painted border), but not including the base of a freestanding sign.

**Sign Height.** The height of a sign is the vertical distance from the top of the sign to the grade directly below the sign including the support structure and any projecting design elements. For freestanding signs, sign height shall be measured to the lowest grade within six (6) horizontal feet of the base of the sign to account for any significant change in grade, retaining walls, mounded earth, etc.

**Sign Permit.** A written approval supported by appropriate findings issued by the City of Monterey authorizing display of a sign or signs, or of a multitenant sign program.

**Storefront.** A storefront is a distinct architectural unit within a building that contains a distinct public entrance accessible from a public sidewalk or private walkway. In cases where multiple tenants share a single public entrance, the entire area containing the entrance shall be considered a single storefront and sign area shall be permitted accordingly.

**Street Identification Sign.** A sign installed by the City of Monterey to identify a street.

**Temporary Banner Sign.** A banner sign that is displayed on a temporary basis.

**Temporary Sign.** A sign constructed of cloth, canvas, light fabric, cardboard, wallboard, poster board, or other light materials, with or without frames, and mounted in a nonpermanent manner, displaying a noncommercial message which remains in use not more than forty-seven (47) consecutive days. Temporary signs are not durable and therefore may not be used for more than forty-seven (47) days.

**Traditional Public Forum.** City-owned streets, City-owned parks, and sidewalks connected to the main pedestrian circulation system.

**Traffic Control Sign.** A sign installed in the public right-of-way with the sole purpose of controlling or directing traffic, or conveying traffic-related information to motorists.

**Transit Sign.** A sign identifying transit stops, facilities, times and bus routes.

**Utility Sign.** A sign temporarily placed by utility companies as part of the normal operation and maintenance of facilities such as public telephones and underground services.

**Wall Sign.** A sign that is painted, applied, projected, or attached directly to or within eight (8) inches of a vertical exterior wall of a building and is oriented in parallel to the building face.

**Window Area.** The product of the height and width of a window as measured to the interior finished structural members that support the installed windows. Window area shall not consider individual nonstructural window dividers or mullions.
**Window Display.** A window display is an arrangement of merchandise, including graphics and text, that is at least eighteen (18) inches in depth and is displayed in a building window. If a window display includes a sign greater than four (4) square feet located within eighteen (18) inches of the window surface, it is considered a sign.

**Window Sign.** A sign painted directly on a window, affixed to the inside of a window, or located inside facing a window and located within eighteen (18) inches of a window surface.

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**EXEMPT SIGNS**

Per MCC 31-3.C, the following signs may be installed without a sign permit provided that they meet the conditions, but may require a building permit or encroachment permit.

<table>
<thead>
<tr>
<th>EXEMPT SIGNS</th>
<th>CONDITIONS REQUIRED FOR EXEMPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Signs</td>
<td>Maximum letter height of 12 inches and maximum area of 4 square feet</td>
</tr>
<tr>
<td>Ancillary Information Signs</td>
<td>Maximum aggregate area of 3 square feet</td>
</tr>
<tr>
<td>Construction Site Signs</td>
<td>Maximum aggregate area of 32 square feet per street frontage</td>
</tr>
<tr>
<td>Electronic Open Signs</td>
<td>Maximum area of 3 square feet</td>
</tr>
<tr>
<td></td>
<td>Maximum of 1 sign per street frontage</td>
</tr>
<tr>
<td>Government and Community Signs</td>
<td>Transit signs not exceeding 3 square feet</td>
</tr>
<tr>
<td></td>
<td>Street identification signs</td>
</tr>
<tr>
<td></td>
<td>Utility signs</td>
</tr>
<tr>
<td>Temporary Private Party Ground-Mounted Signs on City Property</td>
<td>Temporary signs displaying a noncommercial (e.g., ideological, religious, political) message</td>
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<tr>
<td></td>
<td>Maximum aggregate area of 3 square feet</td>
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<tr>
<td></td>
<td>Signs may only be displayed for 45 days preceding any Federal, State, or local election, and shall be removed by the person responsible for placing or installing such sign within 2 days following such election</td>
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<tr>
<td></td>
<td>Temporary ground-mounted signs shall not be permitted at Don Dahvee Park, Monterey Bay Waterfront Park/Window on the Bay, Colton Hall/City Hall grounds, El Estero Park, or the Lower Presidio Historic Park (see Appendix 1 to the ordinance codified in this section for map of these locations)</td>
</tr>
<tr>
<td>Temporary Private Party Ground-Mounted Signs on Private Property</td>
<td>Temporary signs displaying a noncommercial (e.g., ideological, religious, political) message</td>
</tr>
<tr>
<td></td>
<td>Maximum aggregate area of 16 square feet per individual sign and 80 square feet cumulative total area for all signs on a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Sign</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Signs</td>
<td>Any sign not visible from another lot of record or from a public right-of-way</td>
</tr>
<tr>
<td>No Trespassing/No Parking Signs</td>
<td>Must be posted in compliance with Federal, State and local laws</td>
</tr>
<tr>
<td>Parking Lot Signs</td>
<td>Maximum area of 3 square feet per sign</td>
</tr>
<tr>
<td></td>
<td>Maximum of 1 sign per 3 parking spaces</td>
</tr>
<tr>
<td>Temporary signs</td>
<td>Temporary signs may be displayed daily from 7:00 a.m. until 9:00 p.m., except on occasions when the City Council or other public body with offices in the City is holding a public hearing or meeting. On such occasions, the display period is extended to 30 minutes after such meeting is officially adjourned.</td>
</tr>
<tr>
<td>Personal Attended Signs in Traditional Public Forum Areas</td>
<td>The maximum size of any 1 sign is not to exceed 32 square feet, and the height is not to exceed 10 feet as measured from the ground.</td>
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<tr>
<td></td>
<td>The maximum distance between a person and a personally attended sign is 5 feet</td>
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<tr>
<td></td>
<td>In order to serve the City’s interests in traffic flow and safety, persons displaying signs under this section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance of 5 feet for pedestrians to pass by.</td>
</tr>
<tr>
<td>Real Estate Signs</td>
<td>Maximum of 1 sign per street frontage</td>
</tr>
<tr>
<td></td>
<td>Maximum area of 16 square feet per sign</td>
</tr>
<tr>
<td>Signs Required by Federal or State Law</td>
<td>Signs required for compliance with the Americans with Disabilities Act (ADA), California Coastal Act, etc.</td>
</tr>
<tr>
<td>Temporary Signs</td>
<td>Temporary Signs may be displayed daily, in traditional public forum areas, from 7:00 a.m. until 9:00 p.m., except on occasions when the City Council or other public body with offices in the City is holding a public hearing or meeting. On such occasions, the display period is extended to 30 minutes after such meeting is officially adjourned.</td>
</tr>
<tr>
<td></td>
<td>Maximum Aggregate Area of 6 square feet</td>
</tr>
<tr>
<td></td>
<td>In order to serve the City’s interests in traffic flow and safety, persons displaying signs under this section may not stand in any vehicular traffic lane when a roadway is open for use by vehicles, and persons displaying signs on public sidewalks must give clearance of 5 feet for pedestrians to pass by.</td>
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<tr>
<td>Handheld Signs in Traditional Public Forum Areas</td>
<td>A window display is an arrangement of merchandise, including graphics and text, that is at least eighteen (18) inches in depth and is displayed in a building window.</td>
</tr>
<tr>
<td></td>
<td>Must be 4 square feet or less to be exempt</td>
</tr>
<tr>
<td>Window Displays</td>
<td>Maximum Area of 10% of window area or 4 square feet per</td>
</tr>
<tr>
<td>Window Signs</td>
<td></td>
</tr>
</tbody>
</table>
Note: Exempt signs do not count toward total sign area.

**PROHIBITED SIGNS**

Per MCC 31-3.D, the following signs are prohibited and subject to abatement by the City of Monterey.

<table>
<thead>
<tr>
<th>PROHIBITED SIGNS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs intentionally oriented so as to be visible from a State or Federal highway, public park, or public beach. Signs that are incidentally visible from a State or Federal highway and/or are primarily directed towards another public street are not prohibited. If necessary, any such determination shall be made by the Architectural Review Committee</td>
<td></td>
</tr>
<tr>
<td><strong>Attention-getting devices</strong></td>
<td></td>
</tr>
<tr>
<td>Backlit translucent awning signs</td>
<td></td>
</tr>
<tr>
<td><strong>Electronic message signs (excludes traffic control signs)</strong></td>
<td></td>
</tr>
<tr>
<td>No private party permanent signs on City property except as permitted under Section 31-7(B). A permanent sign is any sign which remains in use for more than 47 days</td>
<td></td>
</tr>
<tr>
<td>No private party temporary signs may be mounted, erected, maintained, or displayed at Don Dahvee Park, Monterey Bay Waterfront Park/Window on the Bay, Colton Hall/City Hall grounds, El Estero Park, the Lower Presidio Historic Park</td>
<td></td>
</tr>
<tr>
<td>Ground-mounted signs installed in the public right-of-way or on other City property (excludes Government and Community Signs and Ground-Mounted Signs authorized during limited times under Table 31-1)</td>
<td></td>
</tr>
<tr>
<td><strong>Highly reflective and fluorescent (day-glow) signs</strong></td>
<td></td>
</tr>
<tr>
<td>Off-site signs (except as permitted under Section 31-7(B) or commercial directory programs)</td>
<td></td>
</tr>
<tr>
<td>Signs posted on trees, utility poles, traffic sign posts, light posts, traffic signals or any other official traffic control device (excludes approved decorative streetlight banners)</td>
<td></td>
</tr>
<tr>
<td>Signs placed or maintained so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot</td>
<td></td>
</tr>
<tr>
<td>Signs which simulate or imitate in size, color, lettering or design any traffic sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic</td>
<td></td>
</tr>
<tr>
<td>Signs which are prohibited in a specific plan, master plan, area plan, or similar land use document adopted by the City Council</td>
<td></td>
</tr>
</tbody>
</table>