

REVISED
PERMANENT SIGN CONTROLS
AND
REGULATIONS

MARINA DEL REY SMALL CRAFT HARBOR

DESIGN CONTROL BOARD

**Department of Beaches and Harbors
County of Los Angeles, California**

Revised September 16, 1971

MARINA DEL REY - PERMANENT SIGN CONTROLS AND REGULATIONS

Note: These regulations supersede those dated May 20, 1965 and amendment thereto, dated September 16, 1965.

1. Intent

Recognizing that each business entity within the harbor needs and desires identification for the benefit of patrons, tenants, and visitors, and at the same time desirous of establishing and maintaining a high level of architectural and environmental decor, the Department and the Design Control Board have determined that the following criteria will best serve the interests of all concerned. Essentially, it is felt that the attractive nature of structures and grounds and the activities evident thereat should constitute ample indication of the function and service of each leasehold. The Department will arrange for the design and installation of (1) signs at major entrances to the Marina which will identify the harbor; (2) a central directory sign which will identify and locate all leased premises by name and function; and (3) smaller, supplementary directories at the entrance to each mole which will identify the principal entities occupying public and leased premises thereon. Thus, signs are needed on leased premises for the limited purpose of identifying the leasehold, the names of principal sublessees serving the public, and the general nature of the services or products offered. Advertising, in the sense of competing for business should be accomplished by available media other than signs or devices within the harbor.

2. Administration

- a. Prior to the installation of any sign, other than small informational-directional signs, the design shall be submitted for approval by the Design Control Board, and a building permit must be issued by the County Engineer.
- b. For Design Control Board approval, twelve (12*) sets of the appropriate drawings and specifications data (may consist of notes or drawings) shall be filed with the Department not less than fourteen (14*) days prior to the next scheduled meeting of Design Control Board (normally the third Thursday of each month). Plans must clearly delineate the location and orientation on the premises of the signs submitted for consideration, their respective size, conformation, materials, structure and framing method and mechanics of lighting, including location and alignment of electrical service, together with complete depiction of proposed art work, lettering, and other embellishment, with color scheme. With respect to the latter, it is recommended that an architectural rendering of the signs, in color, be made available for display at the Design Control Board meeting. One set of approved plans will be forwarded to the Division of Building and Safety, as advice of such approval; two or more sets will be returned to the Lessee.

****Revised March 30, 2003***

- c. Two (2) sets of drawings identical to those approved by the Department, together with appropriate structural computations, shall be filed by the Lessee or his agent with the Building and Safety District Office, 24320 S. Narbonne Avenue, Lomita, California 90717, (310) 534-3760, for review of compliance with Building Code requirements and for issuance of building permit.
- d. All signs adjacent to dedicated public streets and highways are subject to requirements of the State Outdoor Advertising Act (Chapter 2, Division 3, Business and Professions Code) enacted as Chap. 32 Statutes of 1939.

3. **Definitions**

- a. **Sign** - any arrangement of letters, numerals, or designs superimposed or painted on, suspended from or incised into a surface and used as an outdoor display or notice, pictorial or otherwise, for the purpose of delineating identity, advertising available services and/or products, or for giving instructions and/or directions.
 - (1) **Advertising signs** - those which direct attention to the goods or services sold, leased, rented, or otherwise provided and made available, which shall include the name of the leasehold premises and may include names of subtenancies located thereon.
 - (2) **Directional signs** - those which direct to or identify offices, restrooms, shops and stores, parking, entrances, exits, dock gangways, etc.
 - (3) **Identification signs** - those which present only the name of the premises and/or business entity.
 - (4) **Freestanding signs** - those which are mounted on a post or similar structure, detached from any building.
 - (5) **Multi-face signs** - those having more than one face, each of which fronts in a different direction.
 - (6) **Permanent signs** - those of substantial, durable materials and finishes intended for long-term use.
 - (7) **Temporary signs** - those intended for short duration, normally during planning and construction phase of development.
 - (8) **Waterfront signs** - those which are oriented to the water side of the premises particularly, as opposed to those oriented to adjacent streets.
- b. **Sign area** - shall be the sum of the areas enclosed within parallelograms drawn around each letter and/or pictorial or architectural embellishment. Where letters or embellishments are connected, as in script writing, the parallelograms shall encompass each group so connected. Where a frame or backing for the letters, embellishments, etc., constitutes an integral part of the sign, the total area enclosed

shall be considered.

- c. **Facade** - the exterior wall of a building exclusive of projecting signs, columns, pilasters, canopies, marquees, decorations, or the like.
- d. **Parapet** - that portion of the exterior wall of a building occurring above the roof.
- e. **Marquee** - a rigid canopy extending outwards from building facade, generally over main entrance or along principal facade.

4. PERMITTED PERMANENT SIGNS:

LOCATION	TYPE	MAX. QUANTITY	RESTRICTIONS
Building facade or marquee	Identification and/or advertising	1 per independent business entity on each noncontiguous street front and/or water front facade	Size and quantity must be compatible with scale of structure as determined by the Design Control Board.
Freestanding column or tower structure on premises	Identification plus optional advertising copy	1 per 5 acres of leased land area not to exceed 3 per leasehold	Max. panel dimensions: width - 8', height - 12' (total - 96 s.f.). Top of structure may not extend more than 24' above grade. If within 30' of a driveway, bottom of panel must be up 10' above driveway, for safe view by drivers. See Note 2 re exceptions.
Outer face of ornamental garden walls at or near street front property line	Identification	1 per business entity at each noncontiguous street frontage	Design must be extremely dignified in character and scale and must be approved by architect responsible for design of wall on which mounted.
Vehicular entrance to leasehold	Identification of premises only but may include advice of parking restrictions	1 per entrance driveway	Maximum panel size: 6 s.f.; must be located not less than 3' from property line and oriented to obviate interference with vehicle driver's safe line of sight.
Any	Directional	As needed	Refined character; size as small as purpose permits.

NOTE:

1. Refer to General Design Criteria for recommended and/or required characteristics.
2. On large, single leaseholds housing more than 10 independent business entities, max. permitted gross panel areas (permitted quantity x 96 s.f. each) may be increased at the rate of 10 s.f., and the max. permitted height may be increased at the rate of 18 inches, for each entity in excess of 10 except that no single sign may exceed 180 s.f. panel area nor 30 ft. overall height.

5. **General Design Criteria**

a. **Size and Quantity**

- (1) Double or multi-face signs shall count as one (1) unit when computing number of signs allowed.
- (2) The area of one (1) face only shall be used in computing area of double or multi-face signs.

b. **Materials**

Signs may be fabricated of any substantial, durable material suitable to the purpose and compatible with materials employed for the finish surfaces of buildings on the premises. Metals shall be adequately coated or protected against exposure to salt water.

c. **Design**

- (1) The use of a rectangular form for sign panels is preferred; other regular geometric shapes will be considered. Where the use of a free form or stylized periphery is desired, it shall be accomplished by means of appropriate art work within a rectangular or other geometric frame.
- (2) The number of separate panels constituting a sign unit shall be kept to a minimum; the use of "sign post" concept is not considered appropriate to the intent of these regulations.
- (3) Signs advertising service of alcoholic beverages are subject to current regulations of the California Alcoholic Beverage Control Board and are limited thereby to 720 square inches (5 square feet); thus normally must be a separate panel if incorporated in freestanding sign units. Actual area of such sign shall be considered as part of the total allowable sign area.
- (4) The use of different styles or types of lettering on each sign shall be minimized; the use of "Clarendon" or "Micrograma" or combinations thereof is recommended. All signs on each leasehold shall be of consistently uniform design and colors.
- (5) Signs secured to buildings or walls shall be installed on the same plane as the surface to which attached, shall not project more than 16 inches from such surface, and shall not extend nor be mounted above the parapet or eave, whichever feature occurs at the sign location.
- (6) Where the name of the leasehold premises occurs on any sign, such name shall be given significant precedence in the arrangement and scale of the text or art work inherent in the design, regardless of the sign's status as a "standard" sign, "custom" sign, or combination of the two.

- (7) The dimensions and shape of sign panels or elements mounted on building facades or marquees shall be in good, architecturally acceptable proportion to the dimensions of the surface on which mounted. Where more than one identification, advertising, or directional sign occurs on the premises, all such of each type shall be of as nearly identical size, shape and/or scale as necessary and appropriate graphics permit.

d. **Illumination**

Lighting of signs is optional. If lit, source of illumination (bulbs, fluorescent tubes, etc.) shall not be directly exposed to view. No flashing or blinking lights will be permitted. Where visible from water areas, light sources shall be shielded to preclude any glare constituting a hazard to navigation.

e. **Maintenance**

All signs shall be kept in "like new" condition and shall be promptly restored to first class condition if damaged or otherwise marred. Copy or text employed on signs shall be kept accurate and current.

f. **Location**

All signs shall be contained within the premises to which applicable and shall be so oriented as to preclude hazardous obstruction to person and/or vision of pedestrians and/or vehicle operators. No portion of any sign shall be located within 3 feet of a mole street nor within 8 feet of other street or highway.

6. **Recommendations to Lessees**

- a. Formulate overall sign program before initiation of design of first phase of sign development.
- b. Discuss overall concept and specific sign design proposals with staff of Department prior to submission of designs for Board approval.
- c. Assure coordination of sign requirements of sublessees with leasehold requirements well in advance of firm commitments to vendors.
- d. Submit sign design proposals well in advance (14-days) of scheduled Board meetings to assure comprehensive review prior to such meeting.
- e. Do not erect or install any signs without approval of the Department and Design Control Board.

7. **Temporary Signs**

- a. Temporary signs may be authorized at the discretion of the Director on leased premises during the period of initial planning and construction. For continued use

subsequent to first 60-days of leasehold operations, justification in the form of written definition of intended permanent sign program shall be submitted to the Design Control Board for consideration and disposition.

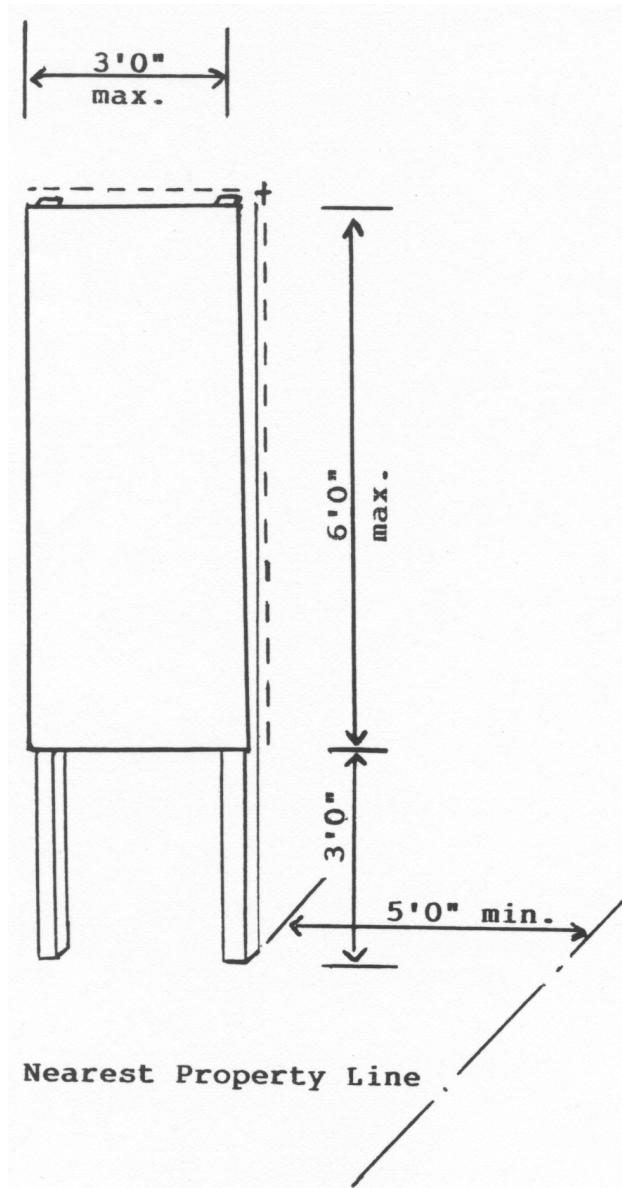
- b. Subsequent to December 31, 1966, neither temporary nor permanent signs will be permitted at locations within Marina del Rey other than the leased premises to which pertinent.

8. **Temporary Decorations**

The use of temporary flags, bunting, pennants, etc., and similar devices commonly used for "grand openings" shall be permitted without Design Control Board approval for the period commencing 10-days prior to such opening and shall be removed from sight not more than 45-days after the initial publicized or otherwise obvious opening. Similar restrictions are applicable to the use of these devices for special occasions which occur from time to time during the year, except that the removal should be effected within 7-days of the termination of such occasion or festivity.

COUNTY OF LOS ANGELES - DEPARTMENT OF BEACHES AND HARBORS

STANDARD DIMENSIONS FOR TEMPORARY SIGNS - MARINA DEL REY



NOTE:

1. No sign may be sited in any manner which obstructs the safe line of sight from any vehicle driveway.
2. Sign shall be located within a landscaped planter or shall be embellished with suitable shrubbery at base.
3. Details of graphics and plant materials must be approved by Design Control Board before execution.

AMENDMENT #1 to Revised Permanent Sign Controls and Regulations Adopted July 19, 1973