

San Diego Unified Port District

GENERAL TENANT SIGNAGE GUIDELINES

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I. Goals and Objectives

These guidelines were established to create and maintain standards for tenant signs on Tidelands. Sign installations within a tenant parcel shall be coordinated and located in a manner that promotes visual harmony within that parcel and provides necessary information and direction in as succinct and readily understandable a manner as possible. Tenant signs conforming with these guidelines will be expeditiously approved by the District.

II. Submittal Requirements and Approval Process

A. Submittal Requirements:

District leases require tenants to obtain approval for all improvements, including signs. Signs must meet applicable code regulations, applicable governmental agency regulations (municipal, state, and federal), in addition to the requirements of these guidelines, BPC Policy 357, Sign Criteria for each Planning District, and approved Comprehensive Sign Programs for Specific Tenant Developments (tenant provided). It is the tenant's responsibility to obtain the required approvals. The Executive Director is responsible for establishing standards and procedures for the review and approval of tenant and District signs.

Plans for tenant signs must be submitted to the District Development Services Section and must be approved by the District prior to installation. The submittal must comply with the Guidelines for Tenant Project Plan Submittal and the following:

1. Submit plans that depict the sign design, background, dimensions, colors, materials, fonts, size and spacing of lettering, copy areas, illumination, landscaping if applicable and construction detailing.
2. Logos and graphic devices must be accurately represented with color specifications and samples.
3. Relationship to building, property lines, driveways and other site elements must be clearly shown.

B. Approval Process

Plans for tenant signs will be reviewed by the District. Signs may be subject to Board approval if their installation would significantly alter the silhouette or appearance of the area or if they are at variance with these guidelines. The District will notify the tenant in writing of its approval or disapproval of the signage plans. If the sign is approved, the tenant will receive a numbered decal which will correspond to a District log of all approved tenant signs.

III. Requirements for Comprehensive Sign Programs for Specific Tenant Developments

Sign Programs are encouraged for all leaseholds with multiple signs. Well designed sign programs provide an opportunity for consistency in design, material and color, and allow special signs unique to a particular leasehold's character to be approved even though the sign or signs may not be in strict conformance with these Guidelines. Sign Programs are require District approval.

IV. Signage Design and Types

A. Design

Signage should be creative, appropriate to the area, and pleasing to the eye---not jarring, cluttered, or competitive. Signage must meet the District's high standards of quality. It is the District's intention to provide its tenants the opportunity to express their identity through several signage types. There are two major sign types, primary and secondary signage.

1. Primary Signage is the main identification signage for the leasehold. It should identify the operation by name and the main public point of entry. For large leaseholds with extensive street frontage, more than one primary sign may be permitted. Primary signage types are monument signs facing the street frontage; wall plaques, fascia signs, awning signs, and exterior blade signs at the main public entry door when there is no monument sign; and display window signs behind storefronts where appropriate. Primary signage may be illuminated. See individual sign types below for the types of illumination that are permitted. All illuminated signs must be fabricated and installed in compliance with all applicable building and electrical codes and must bear UL labels.
2. Secondary Signage is intended to give direction and necessary information in addition to the main identification that the Primary Signage provides. Secondary Signage is non-illuminated, and sign types include wall plaques, fascia signs, awning signs, blade signs, paving signs, and glazing signs. For example, Secondary Signage for a leasehold with a monument sign or signs on the street frontage as primary signage could include a non-illuminated wall plaque or fascia sign at the main public entry or entries as secondary signage. Multiple types of secondary signage serving a single purpose is not permitted; i.e. a fascia sign and a wall plaque at the same entry door.

B. Sign Types

1. MONUMENT SIGNS

Maximum number permitted: one per every 200 lineal feet of frontage up to a maximum of 2 on each public way.

Height above grade: 6' feet depending upon the height of the grade above the public way.

Size: 0.75 square feet per linear foot of street frontage, to a maximum of 64 square feet. If a sign has two faces, the total allowable area may be increased to 92 square feet. Double monument signs designed as a "gateway" entry may be up to 64 square feet each.

Landscaping is required around monument signs, and is to be submitted with the monument sign as part of a unified design.

Illumination of monument signs: in no case will "can signs" with illuminated translucent panels be permitted. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Illumination shall be subdued and not garish.

2. WALL PLAQUES

Plaque signs must be applied to solid walls where the plaque would be no more than 40% of the rectangular wall area to which it is applied. Plaques shall not exceed 12 square feet, must be proportional to the wall to which they are to be applied, and should be mounted at eye level. Individual letters shall not exceed a height of 10".

If the wall plaque is the primary signage for the leasehold, the sign may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Illumination shall be subdued and not garish. Exposed neon is not recommended as it is subject to vandalism at this mounting height.

If the plaque sign is secondary signage, it may not be illuminated.

3. FASCIA SIGNS

Fascia signs are generally long horizontal signs mounted on a building's fascia or eaves. If the sign is the primary signage for the leasehold, the fascia sign may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Fascia signs may incorporate neon designs and lettering or may be externally lit. Neon shall be controlled by a neon-type dimmer to control brightness at the District's discretion. Secondary fascia signs may not be illuminated.

Fascia signs must be mounted a minimum of 7'-0" above grade to the bottom of the sign and may not exceed 12' in length or 2' in height. Sign letters may not exceed 14" with first capital letters not to exceed 16".

4. AWNING SIGNS

Storefronts utilizing awnings as a design element have the option of including signage as part of the awning concept.

Awnings must be designed to be appropriate to the overall design of the building and must be tasteful in the selection of awning color and material.

Lettering shall be a maximum height of 10" and shall be located on the front face of the valance element of the awning. A logo image may be incorporated into the awning design, but shall not exceed 30% of the total awning area. Logos are limited to generic form and may not incorporate descriptive language related to tenant advertising.

Letters and logos are required to be hand sewn or silk screened onto the awning in contrasting color or colors.

Awning Signs may be illuminated by remote accessory lighting only. Light fixtures may be located above the awning only and must be fully integrated with the building façade. In no case shall awnings be enclosed on the underside and internally illuminated in such a manner that the awning functions as a "can" sign.

5. BLADE SIGNS

Blade Signs are signs that project perpendicularly from the face of a building, and have two faces. Blade Signs should be used only in constricted situations where other sign types would not be effective. If used as primary signage, the blade signs may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Illumination shall be subdued and not garish. Blade Signs may incorporate neon designs and lettering or may be externally lit. Neon shall be controlled by a neon-type dimmer to control brightness at the Port's discretion.

Sign letters may not exceed 14" with first capital letters not to exceed 16". Blade Signs may not exceed 12 square feet with a maximum dimension of 4' in any direction, and should be of a distinctive shape with three-dimensional character where possible. Blade Signs may not extend out over a public way, and are to be installed a minimum of 7'-6" above grade to the bottom of the sign.

Weight may not exceed 200 pounds, and the sign must be soundly suspended from the building's structural system. The sign may not be suspended less than 1'-0" from the face of the building. All transformers, ballast, conduit, etc., must be concealed.

6. DISPLAY WINDOW SIGNS

Display Window Signs are permitted only for primary signage, and only in an appropriate storefront situation. Window signs are intended to display the store name and logo only.

Total signage area including pictures, patterns, and supporting framework may not exceed 25% of the total glazed storefront area.

7. PAVING SIGNS

Cast metal or glazed ceramic tile signs incorporating the store name or logo may be cast or recessed in the main entry paving as secondary signage where appropriate. Paving Signs must be flush with the walking surface, and conform to ADA regulations. The name or logo may not exceed 12 square feet.

8. GLAZING SIGNS

Glazing Signs are secondary signs applied directly to the inside surface of storefront glass, and include metal leaf, painted lettering, and etched, cut and sandblasted lettering.

Glazing Signs may display the store name or logo only. Glazing signs may not exceed 25% of the total glazed area.

9. ROOF SIGNS

Roof signs are not permitted.

10. PARKING SPACE, HANDICAPPED PARKING, TRAFFIC, AND SITE SIGNAGE

Parking Space signs may indicate parking spaces that are reserved for a customer, employee, or other similar designation. Signs are to be painted metal, black on white, and either wall or pole mounted no higher than 6'-0" above grade. Sign size is 1.0 square foot per parking space. District approval is not required for conforming signs.

Handicapped Parking space designation must conform to California Title 24 and the Americans with Disabilities Act.

Traffic Signage must conform in all respects to CalTrans standards and the standards of the Engineering Department of the adjoining member city. Site Signage, consisting of necessary directional and informational signage for larger leaseholds, must conform to a Sign Program specifically designed for the leasehold, and approved by the District.

11. GENERAL BUILDING DIRECTORY AND ORIENTATION MAPS

Building Directories listing sub-tenants and suite numbers are permitted at the main entry of operations with multiple subtenants, either in the lobby or in an exterior entry alcove. Standard, glass covered directories with moveable white type on a black background are recommended.

Wall-mounted or free-standing directories and orientation maps for leaseholds requiring them must be submitted as part of the Sign Program for the leasehold.

12. REQUIRED REGULATORY AGENCY SIGNAGE

Signage that is required by Regulatory Agencies may be posted without District approval as long as the posting is in conformance with the regulations and guidelines of the regulatory agency. Required Signage is to be painted metal, either pole or wall mounted, with black letters on a white background unless specified otherwise by the agency. Required Signage is to be no larger than 1.0 square foot or as specified by the agency, and no higher than 6' above grade.

13. PROMOTIONAL SIGNS

Temporary Signage may be approved for Promotional Sales such as Grand Openings, Promotional Merchandise Sales events, Sportfishing Promotionals, Boat Shows, Arts and Crafts Shows, etc. Promotional Sales event signage approval may be given verbally by Development Services for a maximum period of 30 days. Promotional signage requested for a period over 30 days requires written approval from the District.

A silk-screened canvas banner up to 3'x15' with 2' maximum letters may be permitted to be posted for a specified period of time and a specified location. Only one banner may be approved for each public entry. Appropriate locations may include fences or site walls, or building fascias or walls. In no case will promotional signage be approved for installation off the leasehold. Banners considered to be in bad taste or in garish or clashing colors, or roof mounted, will not be approved.

Canvas pennants or flags may be approved for certain promotional events during the same period of time specified for the banner, and in specific locations. No more than 5 pennants in 100 lineal feet, and no more than 3 flags will be approved for each public entry. Pennants may be up to 24" x 48" and may not be mounted higher than 20'. Flags may be 48" x 96" maximum, and no higher than 30'. Pennants or flags considered to be in bad taste or in garish or clashing colors will not be approved. Pennants and flags must be securely mounted and must be installed in such a way as to not visually impact neighboring leaseholds. Pennants and flags are always temporary, and require written approval from the District for a specific period of time.

14. OPERATIONAL SIGNS

Tenants may utilize no more than 10% of their storefront area for promotion of products or services offered, rate or schedule boards, professional or business organizational affiliation, tour maps, etc. Sign messages must be attached to the interior of the window glazing, and may not be illuminated.

Signs indicating hours of business and emergency phone numbers are permitted, one at each building entrance or service door. Operational Signs at public entrances are not to exceed one square foot in size and must use metal leaf lettering on glass or black letters painted on white metal if wall mounted. Lettering may not exceed 2" in height.

For Taxi or Shuttle Operations, either water or land, where the posting of a phone number is considered essential for business, the District may approve the posting of one phone number at the main public entry.

Credit card signs, 3"x 5" maximum each, may be discreetly posted at the main public entry; one sign for each credit card honored. No District approval is required.

Display of boat photos and the like on outdoor "sandwich" display boards or outdoor bulletin boards is discouraged. If utilized, these displays are to be kept entirely on the leased premises and off of pedestrian paths to avoid creating a hazard for pedestrians. Displays are to be neat and orderly and limited to 12 square feet in size. They must be kept inside after business hours.

A maximum of one sticker for a security service will be allowed per entrance.

15. MENU BOARDS

Glass-covered fixed Menu Boards displaying the printed menu of the restaurant or cafe may be displayed within the main entry alcove or lobby. Maximum size is 4 square feet.

Portable hand written sandwich black boards may be displayed within the main entry alcove or lobby for breakfast, lunch, and/or dinner noting promotional or "special" menu items. The sandwich boards may be double sided with each side a maximum size of 9 square feet. The sandwich boards must be removed at the end of each three-hour period.

16. ANIMATED SIGNS

Not permitted. An animated sign has any of the following features:

1. Direct or reflected illumination that is of varying intensity, whether intermittent, flashing, or oscillating.

2. Motion of any visible portion, whether constant or intermittent, and whether caused by natural, mechanical, or electrical sources.
3. Pinwheels, whirligigs, or other devices that move in the wind. This feature does not include flags, pennants or banners where approved for temporary installation.

17. SIGNS PAINTED DIRECTLY ON BUILDINGS OR WALLS

Not permitted except by specific approval of the Board of Port Commissioners. Direct Painted Signs are discouraged by the District as they are difficult to maintain and remove.

C. Signs Requiring Board of Port Commissioners Approval

1. POLE SIGNS

Pole Signs other than those allowed for Traffic, Parking Space, Handicapped Parking, Regulatory Agency Signage and Site Signage must be specifically approved by the Board of Port Commissioners.

2. SIGNS MOUNTED HIGHER THAN SECOND FLOOR FASCIA OR EVES OR 20'.
3. ADVERTISING

Advertising placards, banners and pennants, trademarks or other descriptive or promotional material are not permitted except for those signs allowed for temporary Promotional Signs or for those permitted under the following Section VI, SPECIAL EVENTS.

4. OFF LEASEHOLD SIGNS

No signs are allowed to be posted off the tenant's leasehold without specific approval of the Board of Port Commissioners.

5. ACCENT LIGHTS

Tivoli lights, Festoon lighting, Laser lighting, fiber optics, and exposed neon (except where specifically mentioned above) may be utilized in conjunction with primary signage only if approved specifically by the Board of Port Commissioners.

V. Special Events

Each tenant or organization proposing to host a special event on tidelands public property must obtain a Special Event Permit from the District's Marketing and Public

Relations Department and must submit a copy of the sign plan application to the District's Development Services Department. The following criteria will apply:

- A. Picnics/Gatherings - 8 hour duration or less
 - 1. Any organization having received a District event permit may display no more than three 8 square foot temporary signs with copy limited to the name of the organization, event and a directional arrow, or one 3' x 15' canvas banner describing the event.
 - 2. Signs may not be permanently affixed to public improvements nor may any improvements (landscaping, etc.) be damaged during the display of such signs.
 - 3. Signs must be immediately removed at the end of the event by the permittee.
- B. Community and public-interest: Notification of an event of community interest may contain copy that lists the sponsor, the related nonprofit group, the type of activity, and the date and time of the activity. Total advertising copy is limited to no more than one-tenth the copy area, and is limited to sponsors. The posting of a community or public-interest sign is limited to a time period commencing 14 days before the specified event, and ending one day after the specified event.

VI. Miscellaneous Signs

A. Umbrella Signs and Logos

Umbrella signs and logos are permitted provided they are in good taste and do not detract from the overall appearance of the area. Logos are limited to products sold at the leasehold and may not exceed 12" in diameter. Umbrellas should be consistent in graphic appearance.

VII. Temporary Signs

- A. Construction-related: Advertising at construction sites is limited to listing of owners, contractors, subcontractors, architects, engineers, lenders, and other principals associated with the construction of the project. Only one comprehensive project sign is permitted and may comprise a total copy area of 32 square feet; no other signs are to be located on the parcel. The posting of a construction sign is limited to a time period commencing the erection of the construction security fence and ending with the removal of the security fence.
- B. For rent or lease signs: Limited to one sign per parcel on the same parcel as the space being advertised. If more than one space is advertised, it is the responsibility of the tenant to coordinate all advertisements into one sign of the designated copy area. The maximum copy area of a sign of this type is 4.0 square feet.

- C. Special attraction: One portable sign, maximum 8.0 square feet in copy area, may be placed to designate an attraction, including hours, location, and description. A maximum of one attraction per parcel may be indicated in this fashion. The maximum duration of this method of signage is 90 days per year. Portable signs are to be kept entirely on the leased premises and off of pedestrian paths to avoid creating a hazard. The signs must be put inside after business hours.

VII. Maintenance and Compliance with Codes

- A. All signs must be constructed, installed, and maintained in fully operational as-new condition at the tenant's expense. All current building and electrical codes must govern the construction of each sign.
- B. Signs that collect dirt, or bird or animal nests or droppings must be cleaned by the tenant.
- C. Electrical components must bear the seal of approval of a recognized testing laboratory. Periodic inspections and maintenance as recommended by manufacturer must be provided.
- D. Signs that are not properly maintained or which are located on a vacant parcel must be removed at the expense of the tenant within 30 days of receipt of a written notice from the District.

IX. Nonconforming Signs

All existing nonconforming signs must be removed or modified to conformity with this policy when any of the following occur:

- A. Upon change of land use.
- B. Upon termination of a lease. All tenant signs must be removed at the termination of a lease and the surfaces to which the signs were attached repaired and repainted to the District's satisfaction.
- C. When a new lease is initiated.
- D. When a nonconforming sign is to be altered, moved, enlarged, installed, or displayed.
- E. When a project application is approved for any other form of development or demolition on the parcel.