<table>
<thead>
<tr>
<th>SIGN ORDINANCE STANDARDS</th>
<th>SIGN AREA ALLOWANCE</th>
<th>SIGN AREA MAX</th>
<th>NUMBER OF SIGNS ALLOWED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Zones - Front Building Related Sign</td>
<td>1 sq. ft. of sign area per linear ft. of building frontage up to 32 1/2 sq. ft. thereafter</td>
<td>100 sq. ft.*</td>
<td>Based on sq. ft. allowed</td>
</tr>
<tr>
<td>Commercial Zones - Side/Rear Building Related Sign</td>
<td>1/2 sq. ft. of sign area per linear ft. of building elevation not to exceed sign on front</td>
<td>100 sq. ft.*</td>
<td>Based on sq. ft. allowed</td>
</tr>
<tr>
<td>Commercial Zones - Monument Sign</td>
<td>1 sq. ft. of sign area per 3 linear ft. of front lot line</td>
<td>40 sq. ft.</td>
<td>1 per lot/principal use whichever is fewer</td>
</tr>
<tr>
<td>M-1 &amp; M-2 Zones *Commercial Uses -</td>
<td>50% of area allowed in Commercial Zone or 40 sq. ft., whichever is less</td>
<td>40 sq. ft.</td>
<td>Based on sq. ft. allowed</td>
</tr>
<tr>
<td>M-1 &amp; M-2 Zones One Industrial Establishment</td>
<td>1 Wall Sign &amp; 1 Monument Sign</td>
<td>20 sq. ft. each</td>
<td>1 each</td>
</tr>
<tr>
<td>M-1 &amp; M-2 Zones Two or More Industrial Establishments</td>
<td>1 wall sign per establishment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Monument Sign to identify lot, building or complex.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPD Zone One Establishment</td>
<td>1 Monument Sign or 1 Wall Sign</td>
<td>40 sq. ft.</td>
<td>1 sign</td>
</tr>
<tr>
<td>MPD Zone Two or More Establishments</td>
<td>1 wall sign per establishment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Monument Sign to identify lot, building or complex.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPD Zone Retail Use</td>
<td>50% of Area Allowed in Commercial Zone or 20 sq. ft., whichever is less</td>
<td>20 sq. ft.</td>
<td>Based on sq. ft. allowed</td>
</tr>
<tr>
<td>Automotive Gasoline Sales, Shopping Centers, Institutional Uses, Freeway Service Facilities, Professional Office Zone</td>
<td>Refer to Sign Ordinance Regulations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fast Service Drive-Up, Automotive Sales and Agricultural Uses</td>
<td>Refer to Sign Ordinance Regulations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Total of all signage cannot exceed 100 sq. ft.

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**DOWNTOWN AREA**

Permitted sign types specific to the Downtown area:
- Flush-mounted or painted wall sign
- Projecting signs
- Awning and Canopy signs
- Free-standing signs
  - Directory signs or Kiosks
  - Portable signs (4' of clearance and adequate vehicle site distances must be maintained. Signs limited to 10 sq. ft. in size)

Refer to the Downtown Specific Plan and the Planning Division for specific standards.

All of these signs require permits.

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**GROUND SIGN**

Height measured from curb grade of the street nearest to the sign.

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**Jeff's Soda Fountain**

City of San Buenaventura

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**BOB'S SUBS**
TEMPORARY SIGNS DECORATIVE DEVICES

Director's Permits are required for these signs and devices:

TEMPORARY WINDOW SIGNS
- 40% of window
- First floor only
- 90 days per calendar year

TEMPORARY BUSINESS SIGNS
- 90 days per calendar year
- Not to exceed 30 consecutive days

DECORATIVE DEVICES
- Banner (limited to one, max. 24 sq. ft.)
- Pennants
- Streamers
- Flags (except American flag or Corporate flag)
- Balloons
- Maximum of 45 days per calendar year

Exceptions
Permits are required for all signs except the following:
- Political
- For sale or rent
- Government or corporation flags
- Open-house – one per unit, 3 sq. ft., 6 off site maximum

Exempted
- Governmental
- Warning
- Residence I.D., 2 sq. ft.
- No trespassing
- Civic event & public service
- Signs specifically required by law.
- Repainting, repairing, and other normal maintenance and repair of a sign unless the structure, design, color, or character are altered.

Refer to Sign Ordinance for individual standards.

Prohibited
- Signs on the public right-of-way*
- Portable signs*
- Except in the Downtown Area
- Flashing, changing, blinking
- Off site
- Roof signs
- Pole signs (except freeway service facilities, subject to a Use Permit)

Sign Area
A x B = Total Sign Area
Total Sign Area taken by measuring distinct border/ boundary or each line of copy.