

Section 5. Permitted Signs According to Zoning Districts

(b) Signs Permitted in C-1, C-2, C-3, and I Districts.

Signs permitted in the Central Business District, C-1 the Highway Commercial District, C-2, the Neighborhood Commercial District, C-3, and the Industrial District, I, and restrictions thereon are as follows:

(1) Permitted signs. Permitted signs are defined as: Monument; Subdivision Identification; Wall; Nameplate; Real Estate; Construction; Political; Canopy; Projecting and Roof.

(2) Monument or Monument Style Signs. One (1) monument sign placed in a landscaped area of not less than 250 square feet for each developed parcel or premise having a frontage on a public right-of-way.

- (i) Where a parcel has in excess of one hundred (100') feet of street frontage, one additional monument sign may be erected for each additional one hundred (100') feet of street frontage in excess of the first one hundred (100') feet of street frontage abutting said parcel.
- (ii) A corner parcel may have one approved monument sign per street frontage.
- (iii) No part of sign structure shall be closer than ten (10) feet to a paved street, a driveway, a sidewalk, the nearest easement line, or the nearest right-of-way line except with approval from the Building Official.
- (iv) The monument sign base shall be constructed of materials similar in appearance to those of the principal structure and shall consist of brick, natural stone, stucco, textured cast stone, or integrally colored concrete masonry units. The structure surrounding the face of the sign from the base to the top of the sign must be solid, continuous, and color of the principle building, materials must be architecturally consistent with the building.
- (v) Where a parcel is permitted to have more than one monument sign, each sign shall be not less than one hundred (100') feet apart.
- (vi) The total readable area of a monument sign shall not exceed fifty (50%) percent of the total square feet per side of sign.
- (vii) All monument signs shall be placed in a manner so not to interfere with traffic in any way, or confuse traffic, or to present any traffic hazard.
- (viii) All monument signs shall be parallel or perpendicular to the street unless otherwise required by the City.
- (ix) A monument sign shall not exceed fifteen (15') feet in height on a parcel. Except, any street designated an arterial roadway by the adopted Long Beach Thoroughfare Plan may have the following: for every additional ten (10') feet of street frontage over fifty (50') feet of street frontage the maximum sign height may increase by two (2') feet, allowing for a maximum sign height of twenty-five (25') feet on any parcel.
- (x) No sign shall have a base that exceeds ten (10') feet in width.