



TEMPORARY BUSINESS STIMULUS PORTABLE SIGN PROGRAM

Adopted by Resolution 2011-19 January 25, 2011

1.0 Objective

Recognizing the unique environment and singular business community of the City of Marina, the City Council resolves to encourage business investment and economic growth through the allowance of temporary portable business signs. Further recognizing the character and distinct culture of our community, this Temporary Sign Program balances the requirement to encourage development of marketing strategies which enhance the respective business and its surrounding environment, while serving to prevent blight and preserve the natural beauty of Marina.

2.0 Duration of Program

The program shall be in effect for two (2) years beginning this fiscal year (2010-1011) and continue to July 2013. There will be periodic reviews every six (6) months to include sales tax assessment, business license fees and safety complaints.

3.0 Conflict

Whenever this Temporary Sign Program conflicts with any other provisions of Chapter 17.59 of the Marina Municipal Code, Design Guidelines, or any other city resolutions or ordinances, this program shall control while in effect. However, Section 17.59.140 of the Marina Municipal Code, in its entirety, shall remain in effect.

4.0 Location

No such sign shall be located upon any public street, alley, sidewalk, right-of-way, easement, or other governmental property.

5.0 Owner Consent

Consent of Owner or Occupant. No sign regulated by this section shall be posted without the consent of the owner or legal occupant of the premises on which the sign is posted.

6.0 Portable Signs

Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported including, but not limited to: signs designed to be transported by a means of a vehicle, A-Frames; menu and sandwich board signs; characterization signs; banners, flags and pennants.

All businesses, including service stations, within developed lots in business, commercial and industrial zoning districts in the city shall be allowed to display one of each type of temporary portable sign at any time during the effective date if this

City of Marina Temporary Business Stimulus Portable Sign Program

program. Signs shall be constructed of durable materials that will withstand the elements and retain a neat and well-maintained appearance.

The content of the portable signs shall be limited to either the services or product(s) offered by the business and must be in close proximity to the business location.

A Temporary Sign Permit shall not be required.

7.0 Temporary Signs Allowed

7.1 Banners

- a. A business may have one (1) banner sign
- b. A temporary banner sign shall be allowed upon the building wall of the primary or secondary frontage. The banner shall not exceed 32 square feet in size, be constructed of cloth, plastic or other flexible light material, and shall be placed on the building wall such that it does not project above any parapet or roof line and does not interfere with any windows, doors, or prominent architectural feature of the building; and shall be affixed securely to the building.

7.2 A-Frame, Menu Board, Sandwich Board

- a. A business may have one (1) A-Frame, Menu Board or Sandwich Board
- b. A-Frames; menu and sandwich board signs shall not be permanently attached to the ground or other permanent structure and are designed to be transported. They shall not exceed 12 square feet in size per side or 24 total square feet in size.
- c. Sign shall be in close proximity to the business, including landscape planters
- d. Sign shall be brought in at close of business each day.

7.3. Characterization Signs/Statuary

- a. A business may have one (1) characterization sign or statuary
- b. Characterization signs or statuary are mascots and characters created specifically for advertising purposes and characterizing a person, object, place, etc.
- c. Signs/Statuary exceeding eight (8) feet in height or 72 cubic feet, shall require review by the Architectural Site and Design Review Board. Such a sign would require a sign permit.
- d. Sign/Statuary shall be in close proximity to the business, including landscape planters
- e. Signs/Statuary shall be brought in at close of business each day.

7.4. Flag/Pennants

City of Marina Temporary Business Stimulus Portable Sign Program

- a. A business may have up to 45 square feet of flags or pennant signs
- b. A flag is a sign attached to a pole or structure that has characters, letters, illustrations or ornamentations applied to cloth, paper, fabric or other lightweight material and are suspended so that they are actuated by wind currents. The flag pole or structure may not exceed seventeen (17) feet in height. Flags shall be in close proximity to the business, including landscape planters

Pennants shall refer to any cloth or plastic or other flexible light material made into strips, triangles or other shapes, which are fastened together at intervals by wire, rope, cord, string or other means in such a manner as to move by wind pressure and which are used or displayed to attract attention.. Pennants shall not be strung above the height of the business roof line.

7.5. Vehicle Signs

- a. A business may have one (1) vehicle sign
- b. Vehicle signs shall be attached to, painted on or placed on top of any vehicle, no larger than a 3 ton fleet van, or a pre-1970 passenger motorized vehicle of non-livery use, for the purpose of advertising a commercial enterprise. This does not include signs painted on a vehicle for the primary purpose of identifying the ownership or use of the vehicle.
- c. Detached trailers with signs shall not be allowed.
- d.. Sign and/or vehicle shall be removed at the close of business each day.

7.6 Service Stations.

- a. Pump toppers (mounted directly to the top of gasoline pumps) are allowed and not considered toward the allowed amount of sign square footage or total count of signs allowed at service stations.
- b. Franchisor / Company logos less than 18 square inches on pump spanners and pump skirts are allowed and not considered toward the allowed amount of sign square footage or total count of signs allowed at service stations.
- c. Three feet x three feet frame signs on station walls to display monthly promotions are allowed and not considered toward the allowed amount of sign square footage or total count of signs allowed at service stations

8.0 Prohibited Signs

- a. Animated Signs. Signs that involve animation, rotation, flashing, projections, scintillation, or any type of movement not including barber pole signs or time, date and temperature signs

City of Marina Temporary Business Stimulus Portable Sign Program

b. Billboard Signs. Off-site advertising signs that are designed to direct attention to a business, commodity, service or entertainment, sold or offered elsewhere than on the premises or property on which the sign is located, not including temporary signs or banners that are approved by the city council and which are to be used for the purpose of advertising an event of general civic interest or that are to be used as temporary off-site directional signs as approved by the planning commission.

c. Roof Signs. Signs that are attached to, supported by, mounted on or project above a roof or other architectural feature including, but not limited to mansards, parapets and the like.

d. Projecting Signs. Signs that are suspended from or that are supported by a wall, building or structure and project more than three feet outward there from or signs that project into the public right-of-way..

9.0 General Provisions

a. General Provisions. The following provisions apply to all portable temporary business signs:

b. Construction Material. All sign fabrication work shall be of excellent quality and workmanship and professionally designed.

c. Review and Permitting. For signs participating in this Temporary Sign Program, with the exception noted above in 7.3(c), Site and Architectural Design Review Board approval is not required. A sign permit is not required.

d. Responsibility for Removal. It shall be the property owner's responsibility to remove all signs regulated by this program whether or not the owner has consented to the posting or construction of such signs.