

BY AUTHORITY

ORDINANCE NO. **4244**

COUNCILLOR'S BILL NO. **10**

SERIES OF 2024

INTRODUCED BY COUNCILLORS

**DeMott, Hott**

A BILL  
FOR AN ORDINANCE AMENDING SECTION 11-11-11 AND SECTION 11-11-13 OF THE  
WESTMINSTER MUNICIPAL CODE CONCERNING INCIDENTAL AND MISCELLANEOUS  
SIGNS

THE CITY OF WESTMINSTER ORDAINS:

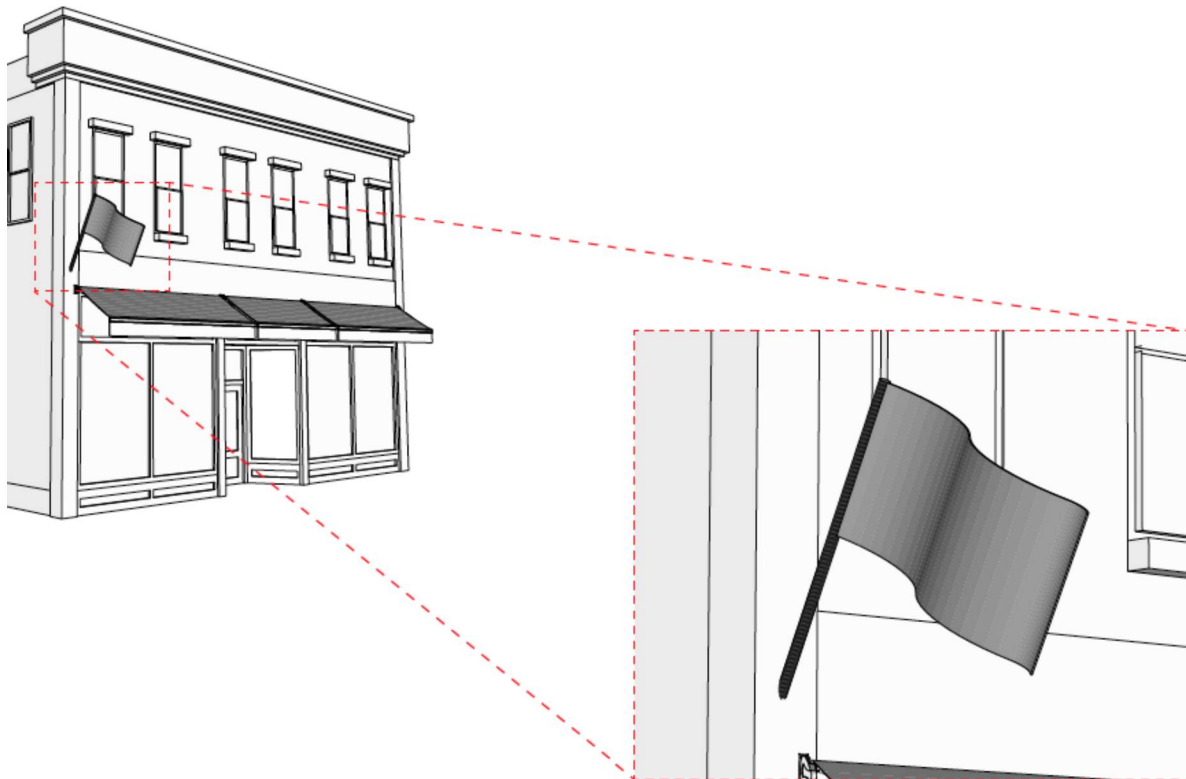
Section 1. Section 11-11-11 of the Westminster Municipal Code is hereby AMENDED to read as follows:

**11-11-11: Incidental and Miscellaneous Signs:**

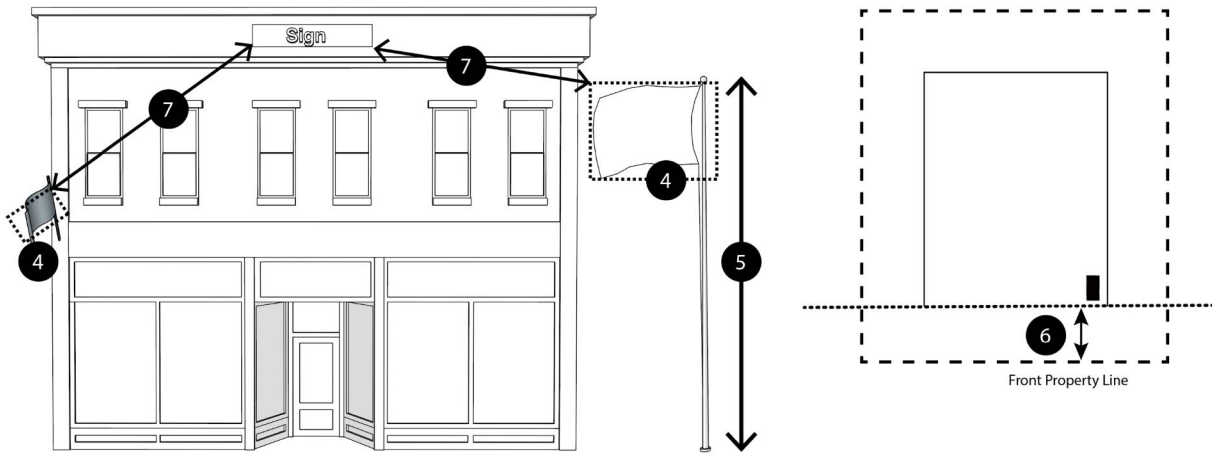
(A) Flags:

Definition: A "flag" is a piece of fabric or other flexible material, with distinctive colors and patterns, customarily mounted on a pole or similar freestanding structure, or on a pole mounted on a building.

**Figure 11-11-11-1 Flags**



**Examples of flags:**



**Table 11-11-11-1  
Standards for Flags**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
	↓ Requirements Categories →	RLI	RMI	OTC	COM	MSP	ERD	IFA
1	Permitted?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Permit required?	No	No	Yes No	Yes No	Yes No	Yes No	Yes No
3	Number per lot (max.)	1	1	3	3	3	3	3
<i>Dimensions</i>								
4	Sign area (max.-sf)	24	24	40	60	60	60	60
5	Height of pole (max.-feet)	25'	25'	30'	35'	35'	35'	35'
<i>Location</i>								
6	Property Line Setback (front / side-rear; min.-feet)	10'/3'	10'/3'	5'	5'	—	5'	5'
7	Spacing between other signs and between flag poles (min.-feet)	10'	10'	10'	10'	10'	10'	10'
<i>Design Characteristics</i>								
8	Digital	No	No	No	No	No	No	No
9	Illumination, Internal	No	No	No	No	No	No	No
10	Illumination, External	Yes	Yes	Yes	Yes	Yes	Yes	Yes
11	Illumination, Halo Lit	No	No	No	No	No	No	No
12	Channel Letters	No	No	No	No	No	No	No
13	Changeable copy	No	No	No	No	No	No	No
14	Animated	No	No	No	No	No	No	No

**Rules of Interpretation:** Yes = the sign type or characteristic is permitted; No = the sign type or characteristic is not permitted; R = the sign type or characteristic is required; NR = the sign type is permitted for non-residential uses only; "—" the standard does not apply. Z = as established for the principal building by the applicable ODP, Zoning District or Specific Plan. Categories (see Section 11-11-8(C)): RLII = Residential Low Intensity, RMI = Residential Medium Intensity, OTC= Office/Transition, COM=Commercial, MSP=Mixed Use, ERD=Employment, IFA=Industrial.

(B) *Incidental and Temporary Signs:*

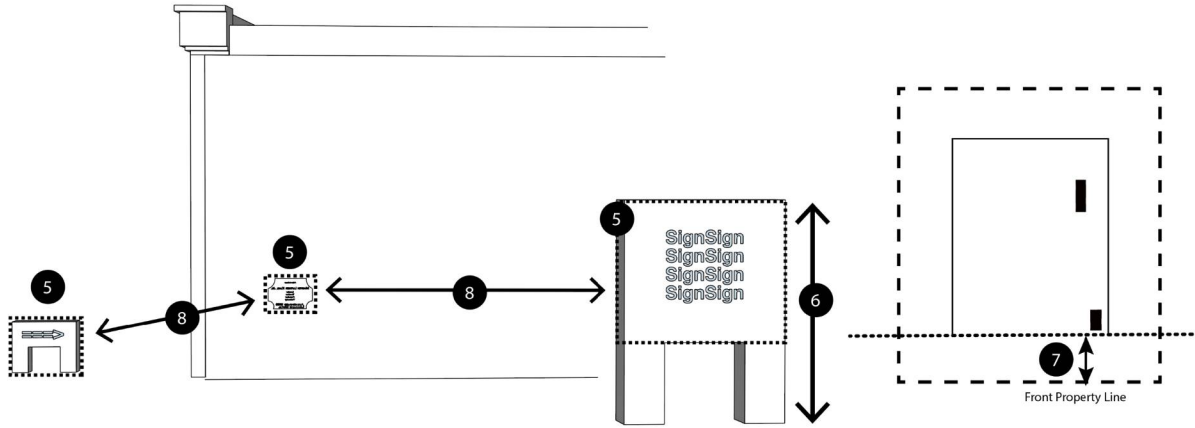
Definition: An "Incidental Sign" is a sign with copy located on a rigid panel and mounted on a pole or a wall or similar structure, with or without a structural frame, that is normally incidental to the allowed use of the property but can contain any message or content. An incidental sign does not include an attention getting device or other prohibited sign. Temporary signs are considered a form of incidental sign. [Note: examples of customary uses for incidental signs include banners (see subsection 11-11-11(C), W.M.C. below for banners), directional signs, real estate signs, non-commercial opinion signs, menu boards, garage sale signs, holiday decorations, property or tenant identification names or numbers, names of occupants, signs on mailboxes or newspaper tubes, signs posted on private property relating to circulation or private parking, political signs or signs warning the public against trespassing or danger from animals. This paragraph is provided to clarify the regulations and does not limit the content of incidental signs.]

**Figure 11-11-11-2 Incidental Signs**



**Examples of incidental signs:**





**Table 11-11-11-2  
Standards for Incidental Signs**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
	↓ Requirements Categories →	RLI	RMI	OTC	COM	MSP	ERD	IFA
1	Permitted?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Permit (and sticker <sup>(1)</sup> ) required for temporary signs?	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No
3	Permit required for other incidental signs?	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No	Yes No
4	Number-total per lot (max.)	4	4	2	—	—	—	—
<i>Dimensions</i>								
5	Sign area, cumulative (max.- sf)							
	Temporary Freestanding Signs	20	50	65	65	65	65	65
	Temporary Wall Mounted Signs (or 10% of building façade, whichever is less)	15	15	40	40	40	40	40
	Permanent Freestanding Signs							
	10-15 feet from property line	20	20	6	6	6	6	6
	> 15 feet from property line	20	20	40	40	40	40	40
	Permanent Wall Mounted Signs (or 10% of building façade, whichever is less)	15	15	80	80	80	80	80
6	Height (max.-feet)	4	4	7	7	7	7	7
<i>Location</i>								
7	Property Line Setback for freestanding signs (min.-feet)	10	10	10	10	10	10	10
8	Spacing between other Freestanding Signs (min.-feet)	10	10	10	10	10	10	10
<i>Design Characteristics</i>								
9	Digital	No	No	No	No	No	No	No
10	Illumination, Internal	No	No	No	Yes	Yes	No	No
11	Illumination, External	No	No	No	Yes	Yes	No	No
12	Illumination, Halo Lit	No	No	No	No	No	No	No
13	Channel Letters	No	No	No	No	No	No	No
14	Changeable copy	No	No	No	Yes	Yes	No	No
15	Animated	No	No	No	No	No	No	No

**Rules of Interpretation:** Yes = the sign type or characteristic is permitted; No = the sign type or characteristic is not permitted; R = the sign type or characteristic is required; NR = the sign type is permitted for non-residential uses only; "—" the standard does not apply (or no maximum for row 4). Z = as established for the principal building by the applicable ODP, Zoning District or Specific Plan. Categories (see Section 11-11-8(C)): RLII = Residential Low Intensity, RMI = Residential Medium Intensity, OTC= Office/Transition, COM=Commercial, MSP=Mixed Use, ERD=Employment, IFA=Industrial.

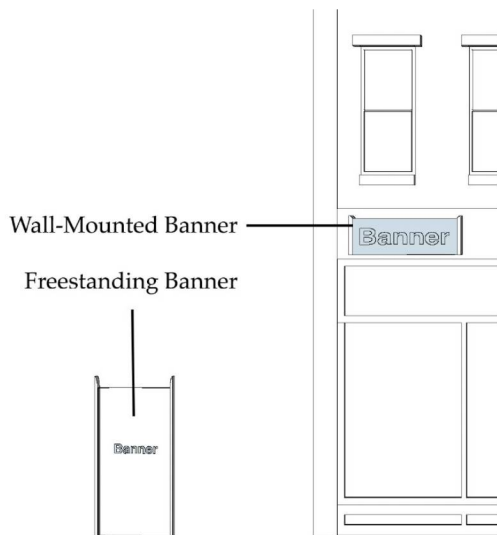
~~(1) Sticker Required for Temporary Signs. Temporary signs require a sticker pursuant to Section 11-11-13(G), W.M.C.~~

(12) Display Period for Temporary Signs. A temporary sign may be erected for the following maximum continuous time periods:

- (a) Freestanding Signs Mounted with Standard Wire Stakes or T-Posts: 30 days three times during a calendar year.
- (b) Freestanding Signs Mounted with Metal or Wood Frames, or Mounting Methods of Similar Durability, or Wall Signs:
  - (i) 90 consecutive days over one calendar year, or
  - (ii) 40 consecutive days three times during a calendar year, with each 40-day period separated by at least 14 days.

(C) *Banners:*

Definition: A sign made of fabric, cloth, bunting, plastic, paper, or any other non-rigid material with no enclosing framework. This definition does not include flags, pennants or streamers.



**Figure 11-11-11-3 Banners**

**Examples of Banners**



**Table 11-11-11-3  
Standards for Banners**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
	↓ Requirements Categories →	RLI	RMI	OTC	COM	MSP	ERD	IFA
1	Permitted?	NR Yes	NR Yes	Yes	Yes	Yes	Yes	Yes
2	Permit (and sticker) required for banners?	Yes No	Yes No	Yes-No	Yes-No	Yes-No	Yes-No	Yes-No
3	Number-total per street frontage per lot or per tenant for multi-tenant lot (max.)	1	1	1 per 100 linear feet of street frontage	1 per 100 linear feet of street frontage	1 per 100 linear feet of street frontage	1 per 100 linear feet of street frontage	1 per 100 linear feet of street frontage
<i>Dimensions</i>								
4	Sign area (max.- sf; counted toward the cumulative sign area allowance for incidental signs in subsection 11-11-11(B), W.M.C., above*)							
	Freestanding Banners	50 100	50 100	50-400	50-600*	50-600*	50-400	50-400
	Wall Mounted Banners ("wall-mounted" means affixed flush to the wall of the building façade; banners shall not be attached to trees or landscaping)							
	Buildings < 25,000 sf	60	60	60	60	60	60	60
	Buildings 25,000-100,000 sf	120	120	120	120	120	120	120
	Buildings > 100,000 sf	240	240	240	240	240	240	240
<i>Design Characteristics</i>								
5	Illumination, Internal	No	No	No	No	No	No	No
6	Illumination, External	No	No	No	No	No	No	No

\*Plus 100 additional square feet of signage for every 100 linear feet of frontage over 600 linear feet.

**Rules of Interpretation:** Yes = the sign type or characteristic is permitted; No = the sign type or characteristic is not permitted; R = the sign type or characteristic is required; NR = the sign type is permitted for non-residential uses only; "-" the standard does not apply. Categories (see Section 11-11-8(C)): RLII = Residential Low Intensity, RMI = Residential Medium Intensity, OTC= Office/Transition, COM=Commercial, MSP=Mixed Use, ERD=Employment, IFA=Industrial.

\* Banners may exceed the incidental and temporary sign allocation up to the maximum sign area allocation above, but sign area used for banners is counted toward the maximum cumulative sign area for incidental and temporary signs.

(1) — Sticker Required for Banners. Banners require a sticker pursuant to Section 11-11-13(G), W.M.C.

(12) Display Period for Banners. A banner may be erected:

(a) 90 consecutive days over one calendar year, or

(b) 40 consecutive days three times during a calendar year, with each 40-day period separated by at least 14 days.

(D) *Internal Signs:*

Definition: A sign that is oriented to a street or drive that is internal to:

- a subdivision, or
- a development that is subject to an ODP.

[Note: Examples include signs in interior areas of shopping centers, mixed-use centers, business parks, or structures, stadiums, and similar recreational areas.]



**Figure 11-11-11-4 Internal Signs**

**Examples of Internal Signs**



**Table 11-11-11-4  
Standards for Internal Signs**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
	↓ Requirements Categories →	RLI	RMI	OTC	COM	MSP	ERD	IFA
1	Permitted?	NR	NR	Yes	Yes	Yes	Yes	Yes
2	Site Area (min.-acres)	5	5	5	5	5	5	5
3	Number-per 300 lineal feet of streets or internal drives (max.)*	1	1	1	1	1	1	1
<i>Dimensions</i>								
4	Sign area (max.-sf)*	6	6	6	6	6	6	6
5	Height (max.-feet)	8	8	8	8	8	8	8
<i>Location</i>								
6	Property Line Setback (min.-feet, measured from property line at perimeter of subdivision or development)	5	5	5	5	5	5	5
<i>Design Characteristics</i>								
7	Digital	No	No	No	No	No	No	No
8	Illumination, Internal	No	No	No	No	No	No	No
9	Illumination, External	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10	Illumination, Halo Lit	No	No	No	No	No	No	No
11	Channel Letters	Yes	Yes	Yes	Yes	Yes	Yes	Yes
12	Changeable copy	No	No	No	No	No	No	No
13	Animated	No	No	No	No	No	No	No

**Rules of Interpretation:** Yes = the sign type or characteristic is permitted; No = the sign type or characteristic is not permitted; R = the sign type or characteristic is required; NR = the sign type is permitted for non-residential uses only; "—" the standard does not apply. Categories (see Section 11-11-8(C)): RLII = Residential Low Intensity, RMI = Residential Medium Intensity, OTC= Office/Transition, COM=Commercial, MSP=Mixed Use, ERD=Employment, IFA=Industrial. "Site area" means the minimum continuous area of a subdivision or an ODP, measured from its exterior boundaries.

\* Neither the number nor area of internal signs is counted toward the cumulative sign area allowance for incidental signs in subsection 11-11-11(B), W.M.C., above.

Section 2. Subsection 11-11-13(H) of the Westminster Municipal Code is hereby AMENDED to delete the entire subsection as follows:

~~(H) *Stickers.* Temporary signs, incidental signs, and banners shall display an official sticker. Stickers must be affixed to the approved sign in a location that is visible from the right-of-way. Stickers must remain affixed and visible for the entire period during which the sign is permitted. The absence of an official sticker, or an expired sticker, is prima facie evidence that the sign is displayed in violation of this Chapter.~~

Section 3. This ordinance shall take effect upon its passage after second reading. The title and purpose of this ordinance shall be published prior to its consideration on second reading. The full text of this ordinance shall be published within ten (10) days after its enactment after second reading.

INTRODUCED, PASSED ON FIRST READING, AND TITLE AND PURPOSE ORDERED PUBLISHED this 8th day of April, 2024.




PASSED, ENACTED ON SECOND READING, AND FULL TEXT ORDERED PUBLISHED  
this 22nd day of April, 2024.

ATTEST:



\_\_\_\_\_  
City Clerk



\_\_\_\_\_  
Mayor

APPROVED AS TO LEGAL FORM:



\_\_\_\_\_  
City Attorney's Office