

## 87.2 SIGNS AND NAMEPLATES

~~87.2.1 Nameplates, which shall be limited to a statement of the name, address and occupational designation of the occupant, shall be permitted in conformity with the following regulations:-(Former Section INL#316-18; Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.1.1 One (1) nameplate, not illuminated and not exceeding two (2) square feet, appurtenant to any permitted use shall be permitted in any zone;-(Former Section INL#316-18(a); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.1.2 One (1) nameplate, not illuminated and not exceeding four (4) square feet shall be permitted in any zone except RS, R-1 and R-2 Zones;-(Former Section INL#316-18(a); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.1.3 One (1) nameplate, not illuminated and not exceeding twenty (20) square feet shall be permitted only in U, FR, AE, AG, and FP Zones.-(Former Section INL#316-18(a); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2 Signs shall be permitted in conformity with the following regulations:~~

~~87.2.2.1 One sign, not illuminated, to advertise the sale of property on which it is displayed and not exceeding six (6) square feet, shall be permitted in any zone;-(Former Section INL#316-18(b); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2.2 One sign, not illuminated, to advertise the sale of property on which it is displayed and not exceeding fifteen (15) square feet, shall be permitted in any C zone;-(Former Section INL#316-18(b); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2.3 One sign, not illuminated, to advertise the sale of property on which it is displayed and not exceeding twenty (20) square feet, shall be permitted in any FP zone.-(Former Section INL#316-18(b); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2.4 Signs, not illuminated, and not exceeding one hundred (100) square feet in the aggregate, to advertise the sale of lots in the subdivision in which they are displayed shall be permitted with a Use Permit in any zone.-(Former Section INL#316-18(c); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2.5 Signs, not illuminated, appurtenant to any permitted use, which are not over seventy five (75) square feet in the aggregate, and are not divided into more than three (3) single or double faced signs shall be permitted with a Use Permit in any zone except RS, R-1, and R-2, Zones.-(Former Section INL#316-18(d); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2.6 Signs appurtenant to any permitted use and not to exceed three (3) square feet per front foot of the site on which they are displayed, but in no case more than 300 square feet,~~

~~and divided into not more than six (6) single or double faced signs, shall be permitted in any C or ML or U Zone. (Former Section INL#316-18(e); Ord. 519, Sec. 618, 5/11/65)~~

~~87.2.2.7 Signs, appurtenant to a permitted use and not limited as to size or number, shall be permitted in CH, MH, and U Zones and with a Use Permit in C-1 and C-2 Zones. (Former Section INL#316-18(f); Ord. 519, Sec. 618, 5/11/65; Amended by Ord. 2212, Sec. 1, 4/25/00)~~

~~87.2.2.8 Non appurtenant signs (i.e., billboards) may be permitted in any CH, MH, C or U Zone, where the General Plan designates the area for commercial or industrial development with a use permit. (Former Section INL#316-18(g); Added by Ord. 2213, Sec. 1, 4/25/00) (Ord. 2650, § 2, 9/1/2020)~~

**87.2.1 Purpose.** The purpose of these regulations is to allow signage that: (1) ensure that signs within Humboldt County will promote protects the public health, safety, and welfare, and (2) promotes the use of allows signs that are, of appropriate scale and design compatible with nearby development and landscape the setting. (3) promotes the free flow of traffic and protects pedestrians, cyclists and motorists from injury and property damage caused by distracting signs, and (4) supports economically viable business serving county residents, workers and visitors.

**87.2.2 Applicability.** These regulations shall be applicable to all signs in all zoning districts.

**87.2.3 Nameplates.** Nameplates are limited to a statement of the name, address and occupational designation of the occupant, and are not illuminated. Nameplates shall be principally permitted on existing structures appurtenant to any permitted use when conforming with all the following requirements:

87.2.3.1 In any zone, one (1) nameplate not exceeding two (2) square feet;

87.2.3.2 In any zone except RS, R-1 and R-2 Zones, one (1) nameplate not exceeding four (4) square feet;

87.2.3.3 In U, FR, AE, AG, and FP Zones, one (1) nameplate not exceeding twenty (20) square feet.

**87.2.4 Temporary Signs.** Temporary signs displayed for a limited period of time which do not exceed 25 thirty-two (32) square feet in size shall be principally permitted in any zone when conforming with all the following requirements:

87.2.4.1 Strings or individual banners, streamers, pennants and similar devices for business openings, temporary sales and events which are placed up to fifteen (15) thirty (30) days prior and removed within fifteen (15) ten (10) days after the opening. or fifteen (15) after their installation, whichever comes first.

87.2.4.2 Political signs pertaining to a scheduled election which are placed up to ~~ninety fifteen (15)~~ (90) days prior to the scheduled election and removed within ~~fifteen (15)~~ ten (10) days after election day.

87.2.4.3 Temporary signs advertising a special event being held by a public agency or non-profit organization which are placed up to ~~fifteen (15)~~ thirty (30) days prior and removed within ~~fifteen (15)~~ ten (10) days after the event.

87.2.5 **Property Sale Signs.** Signs, not illuminated, to advertise the sale of property on which it is displayed shall be permitted when conforming with all the following regulations and removed within fifteen (15) days of the sale or lease of the property:

87.2.5.1 In any zone, one sign not exceeding six (6) square feet shall be principally permitted;

87.2.5.2 In any Commercial or Industrial Zoning District, one sign not exceeding thirty-two (32) square feet shall be principally permitted;

87.2.5.3 Signs advertising the sale of lots in a subdivision shall be permitted with a Special Permit in any zone when not exceeding one hundred (100) square feet in the aggregate.

87.2.6 **Appurtenant Signs.** Signs, appurtenant to any permitted use to identify or advertise a place of business or a product when conforming to the following requirements and the standards in Section 87.2.6.5:

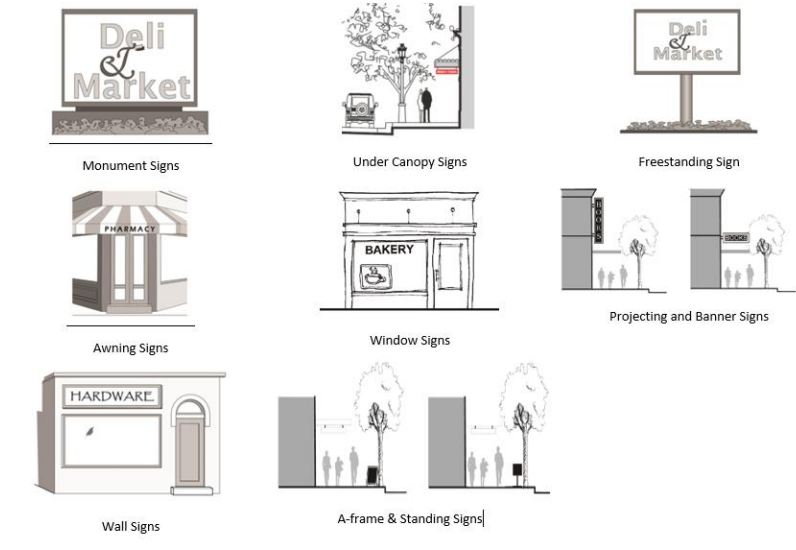
87.2.6.1 In RS, R-1 or R-2 Zones, signs shall be prohibited unless otherwise allowed with a Use Permit.

87.2.6.2 In Commercial or Industrial Zoning Districts, and Unclassified Zoning Districts when accompanied by a Commercial Services or Industrial General Land Use Designation, signs shall be principally permitted.

87.2.6.3 In all other zones, up to three (3) single sided signs, or one (1) double sided and one (1) single sided sign not over seventy-five (75) square feet in the aggregate shall be permitted with a Special Permit.

87.2.6.4 Signs not consistent with ~~the above regulations and~~ Section 87.2.6.5 shall be permitted with a Special Permit, limited to three (3) square feet per linear foot of the front lot line not over 300 square feet in the aggregate and consistent with the purposes of this section.

## Appurtenant Sign Types



### 87.2.6.5 Appurtenant Sign Table

Sign Type	Sign Requirements
Monument and Freestanding	<p><i>Quantity:</i> one (1) per business frontage</p> <p><i>Area:</i> thirty-two (32) square feet</p> <p><i>Width:</i> eight (8) feet maximum</p> <p><i>Height:</i> six (6) feet maximum</p> <p><i>Depth / Projection:</i> two (2) feet maximum</p> <p><i>Clearance:</i> not applicable</p> <p><i>Apex:</i> not applicable</p>
Projecting and Banner	<p><i>Quantity:</i> one (1) per facade</p> <p><i>Area:</i> <del>six (6)</del> twenty-five (25) square feet</p> <p><i>Width:</i> <del>four (4)</del> eight (8) feet maximum</p> <p><i>Height:</i> <del>four (4)</del> eight (8) feet maximum</p> <p><i>Depth / Projection:</i> four (4) feet maximum</p> <p><i>Clearance:</i> eight (8) feet minimum</p> <p><i>Apex:</i> not applicable</p> <p><i>Distance to Curb:</i> two (2) feet minimum</p>

Sign Type	Sign Requirements
Awning	<i>Quantity:</i> one (1) per window <i>Area:</i> not applicable <i>Width:</i> width of facade <i>Height:</i> not applicable <i>Depth / Projection:</i> four (4) feet minimum <i>Clearance:</i> eight (8) feet minimum <i>Apex:</i> <del>not applicable</del> <i>Valance Height:</i> twelve (12) inches maximum <i>Distance to Curb:</i> two (2) feet minimum
Wall	<i>Quantity:</i> one (1) (two (2) for corner lots) <i>Area:</i> one (1) square foot per linear foot of Facade <i>Width:</i> ninety (90) percent of the width of Facade <i>Height:</i> roof line or parapet of the structure <i>Depth / Projection:</i> seven (7) inches maximum <i>Clearance:</i> seven (7) feet to sign edge minimum <i>Apex:</i> <del>not applicable</del>
Window	<i>Quantity:</i> two (2) per facade <i>Area:</i> twenty-five (25) percent of glass <i>Width:</i> not applicable <i>Height:</i> not applicable <i>Depth / Projection:</i> not applicable <i>Clearance:</i> four (4) feet <i>Apex:</i> <del>six (6) feet to top of post maximum</del>
A-frame & Standing	<i>Quantity:</i> <del>two (2)</del> per business <i>Area:</i> eight (8) square feet <i>Width:</i> <del>twenty six (26) inches</del> <del>two (2) feet</del> maximum <i>Height:</i> <del>forty two (42) inches</del> <del>four (4) feet</del> maximum <i>Depth / Projection:</i> not applicable <i>Clearance:</i> not applicable <i>Apex:</i> <del>forty two (42) inches maximum</del>
Freestanding	<i>Special Permit Required for all Zones</i>

**87.2.7 Master Sign Plan.** A plan to strategically coordinate signs appurtenant to any permitted use to identify or advertise multiple places of businesses for large sites, buildings, non-residential multi-tenant developments, or adjacent or adjoining properties or parcels.

**87.2.7.1** Sites greater than one (1) acre, or with tenant spaces above the first floor, or any non-residential development, building, or property with four or more tenants must submit a Master Sign Plan;

87.2.7.2 The Master Sign Plan shall provide a coordinated approach to signage that indicates where signage is proposed and is consistent with the purpose of Section 87.2;

87.2.7.3 A Master Sign Plan shall be principally permitted if in accordance with Section 87.2.6.5;

87.2.7.4 A Special Permit shall be required if the Master Sign Plan proposes signage that is not in accordance with Section 87.2.6.5, which would allow:

- I. Transfers of maximum sign areas between tenants on a site to allow the collective total sign area permitted for the entire site to be pooled and re-allocated between tenants;
- II. Deviation from the total number of each type of sign allowed; and
- III. Deviation from the maximum size of signs permitted.

**87.2.8 Existing Billboards.** It is the objective of this code to provide regulations to implement the Outdoor Advertising Act.

87.2.8.1 Existing Billboard, an advertising display affixed to any post within 660 feet of a state highway or freeway, with an active and compliant Outdoor Advertising Display Permit;

87.2.8.2 Failure to provide an active and compliant Outdoor Advertising Display Permit is evidence that the structure does not qualify as an existing billboard which may require removal of the structure compliant with the Outdoor Advertising Act;

87.2.8.3 Placement, as defined by the Outdoor Advertising Act, restabilization and reconfiguration, including alterations to approved size, structural design, number of posts and height shall not be permitted

- I. Placement includes, but is not limited to, the following activities:
  - a. Raising the height of the Display from ground level
  - b. Alteration of existing size dimensions of approved physical configuration
  - c. Relocating all or a portion of a Display
  - d. Adding a back-up Facing to a single Facing Display
  - e. Turning the direction of a Facing
  - f. Addition of an electrical box
  - g. Adding illumination or a Changeable message, with the exception of light boxes
  - h. Increasing any dimension of a Facing except when adding an extension to an outside dimension of a Display as incident to the copy for a temporary period up to three years
  - i. Re-erection of an advertising display, except when the advertising display has fallen due to vandalism or natural hazards

- j. Maintaining and the erecting, constructing, posting, painting, printing, tacking, nailing, gluing, sticking, carving or otherwise fastening, affixing or making visible any advertising display on or to the ground of any tree, bush, rock, fence, post, wall, building, structure or thing when not performed incident to the change of an advertising message or customary maintenance, as defined by the Outdoor Advertising Act, of the advertising display

87.2.7.4 Maintenance of existing billboards shall be subject to a Zoning Clearance Certificate prior to the issuance of a building permit per Section 312-2.2 of the Humboldt County Code;

87.2.7.5 Maintenance activities proposed within sensitive habitats, including Streamside Management Areas and Wetlands, shall be subject to a Special Permit per Section 314-61 of the Humboldt County Code;

87.2.7.6 Maintenance activities that occur without prior approval are declared a public nuisance as defined by Section 351-3 and considered a Category 4 Violation as defined by Section 352-3(h) and Section 352-6;

87.2.8.4 Unauthorized placement activities will be declared a public nuisance as defined by Section 351-3 and considered a Category 4 Violation as defined by Section 352-3(h) and Section 352-6;

87.2.8.5 The County may declare its intent to require removal of an existing billboard by providing the existing billboard owner notice of such intent a minimum of seven (7) years prior to actual removal of the sign. Upon the expiration of the designated time period, the County may require removal in accordance with the requirements of the Outdoor Advertising Act. The removal of the billboard structure and restoration of the site to its original condition shall be completed within 30 days of compensation. If the permit holder and property owner fail to remove the billboard structure and restore the site within the designated time period, the billboard shall be declared a public nuisance as defined by Section 351-3 and considered a Category 4 Violation as defined by Section 352-3(h) and Section 352-6.

## **87.2.9 Design Standards.**

### **87.2.9.1 Illumination.**

87.2.9.1.1 Signs in non-residential zoning districts may be internally or externally illuminated except where specifically prohibited.

87.2.9.1.2 Signs in Residential Zoning Districts shall only be externally illuminated and must be located at least fifty (50) feet from any residence.

87.2.9.1.3 Light sources must be steady, stationary, and static in color and shall utilize full-cutoff lighting, downward casting, shielding, visors etc.

87.2.9.1.4 Lighting shall not produce glare that creates a public nuisance or hazard for motorists or pedestrians.

87.2.9.1.5 The light source for externally illuminated signs must be shielded and positioned so that light is only directed at the face of the sign and does not spill beyond where it is needed.

87.2.9.1.6 Lighting shall use the lowest light level necessary and when feasible lighting should be on demand or shall only operate between sunrise and sunset or 30 minutes after closing, whichever comes first.

87.2.9.1.7 Exposed bulbs are not permitted.

87.2.9.1.8 Design features consisting of neon or other small diameter tubing illuminated by fluorescing gas is not allowed as part of any type of sign.

87.2.10 Prohibited Signs. The following signs and sign materials are prohibited:

- I. **Digital, Animated or Changeable Copy Signs.** Signs that include any part that appears to rotate, flash, blink, move, change color, emit sound, or change intensity, except for approved fuel price signs, standard barber poles, time and temperature signs that are located in commercial and industrial zones. This includes but is not limited to electronic message boards, large television or projector screens, etc. Except when placed on such property by the public agency having jurisdiction or expressly authorized by such public agency.
- II. **New Billboards.** A structure with a flat surface upon which an advertisement is placed or affixed to any post within 660 feet of a state highway or freeway.
- III. **Off-Premise Signs.** Signs that are not appurtenant to a use associated with the property in which the sign is located.
- IV. **Decorative Signs.** Banner signs, feather banners, yard signs, and inflatable signs, except when used as a temporary sign consistent with Section 87.2.3 (Temporary Signs).
- V. **Hazardous Signs.** Signs adversely affecting traffic control or safety. Any sign that creates a traffic safety hazard by interfering with a driver's sight distance, including signs visible from any public road, street or right of way containing colors or reflective paint that blinds the vision of drivers, or signs which simulate or imitate the appearance of any traffic sign or signal, or which makes use of the words "STOP," "GO," "SLOW," "TURN HERE," "DANGER," or contain other words, phrases symbols or characters otherwise likely to interfere with, mislead or confuse drivers.



- VI. **Obsolete Signs.** Any appurtenant sign face identifying a use or activity that has not occupied the site for more than six months. Any off-premise sign face advertising an activity that has not taken place for more than six months.
  
- VII. **Signs on Public Property.** Signs within a public street, road or right-of-way, or placed on any other public property, except when placed on such property by the public agency having jurisdiction or expressly authorized by such public agency.
  
- VIII. **Signs on Natural Features and Other Structures.** Signs affixed to or painted on trees, rocks, or other natural features, or on utility poles, street sign poles, traffic signal equipment and poles, or garbage receptacles.
  
- IX. **Roof Signs.** Any sign erected, constructed and placed on or over the roof of a building or of any architectural feature to which it is affixed.
  
- X. **Dilapidated Signs.** Signs that have been declared a nuisance as defined by Section 351-3 and must be removed due to inadequate maintenance, dilapidation, or abandonment.