



Technical Assistance Legal Center

Appendix: Sample Sign Law Amendments¹

March 5, 2002

I. Sample Ordinance Language to Strengthen Limits on Window Signs:

Sample Window Sign Definition: “Window Sign” means any temporary or permanent sign applied directly onto a window or clear door or within twelve inches of the window or clear door that is visible to the public. Window Signs include, without limitation, the application of words and graphics to windows and clear doors, the use of hanging signs and paper signs, and displays of merchandise.²

Sample Limit on Window Signs: Window Signs, including both permanent and temporary signs, shall not exceed, in aggregate, 10% of the total window frame area, or 50% of any single window pane. Sign letters may be no greater than six (6) inches in average height, and graphics shall not exceed sixteen (16) inches in any dimension.³

II. Sample Ordinance Language to Prohibit Portable Signs and Pole Signs:

Prohibited Signs and Uses: In addition to any sign not conforming to the provisions of this Chapter, the following signs are hereby prohibited:

- (1) Temporary or portable freestanding signs, including, without limitation, “A-frame” or sandwich board signs.
- (2) Signs attached or placed adjacent to any post, utility pole, traffic sign post, traffic signal, historical marker, or any other official traffic control device.
- (3) Signs located on public property which are not placed with authority from the public agency which controls that property, including but not limited to, public rights of way.⁴

¹ This document is an appendix to a March 5, 2002 memo by TALC entitled “How to Strengthen Your Local Sign Laws.” Please contact TALC for a copy of this memo. Also contact TALC if you would like copies of select local sign laws that address the issues raised in the sample language provided above. **Please note that the analysis in the TALC memo and the above sample sign law amendments are based primarily on California law, which may not be applicable in other jurisdictions.**

² This sample definition is based primarily on the City of San Jose Municipal Code section 23.02.600 with some modifications made for strength and clarity.

³ The wording of this sample regulation is based primarily on the City of Concord Municipal Code section 7401(BB). The City of Concord, like the City of Los Angeles limits window sign coverage to 10%.

⁴ *See, e.g.*, City of Santa Barbara Municipal Code § 22.70.030(C)(2).