

ARCHITECTURAL REVIEW COMMITTEE RESOLUTION NO. 94-02

Guidelines for Distinguishing Signs, Advertising Art, and Art

The City of Monterey's Sign Ordinance, Chapter 31 of the Monterey City Code, broadly defines a sign as "any letter, number emblem, logo, symbol, color, display of light, or any combination thereof, intended to identify or call attention to a premises or the name of a business; visible from the nearest public right-of-way..." Chapter 31 furthermore assigns responsibility for approval of signs to the City of Monterey Architectural Review Committee and permits the Committee to develop and adopt guidelines and standards for various types of signs. In some circumstances, it has been difficult to distinguish the difference between signs, advertising art, and art that may be displayed by a business and visible to the public right-of-way. The following guidelines have been prepared by the Architectural Review Committee to assist them in their evaluation of signs and advertising art and help them identify displays of art. The policy will clarify the review procedure and standards that are applied to signs, advertising art, and art.

1. Sign – Sign shall mean any medium for visual communication, including writing, letter, word or numeral, pictorial presentation, decoration, emblem, or trademark, or flag, banner or pennant that is not a recognized government flag, structure and component parts, which is used or intended to be used to identify, direct attention to or advertise an establishment, product, service, activity, or location. Interior window displays of products sold on the premises shall not be considered signs.
2. Advertising Art – Advertising art shall mean an imitation or representation of a person or thing which is drawn, sculptured, modeled, modeled, cast, painted, printed, and/or drawn and used to primarily identify or advertise a product or service or business. Advertising art presents a clear and demonstrable relationship between the art and the business name, log, product, service, or sign. Advertising art shall be considered and regulated as signs.
3. Art – Art shall mean and includes, but is not limited to sculpture, monument, mural, fresco, relief, painting, drawing, fountain, banner, mosaic, ceramic, weaving, carving, assembly, and stained glass that is installed on private property and visible to the public right-of-way that is not intended to identify or advertise a product, service or business. Art does not demonstrate any relationship to the business. Art normally does not include landscaping, paving, or architectural ornamentation.
4. Sign Review Standard – All signs shall be reviewed to determine:
 - a. Conformance with the "General Guidelines for Approval" contained in Section 31-10 of the Monterey City Code.
 - b. Conformance with guideline and size standards contained in "A Resolution of the Architectural Review Committee of the City of Monterey Establishing Standards for the Implementation of Ordinance No. 2529 C.S. Regulating Signs in the Signs of Monterey".
 - c. Conformance with "A Resolution Adopting Neon and Electric Window Sign Policy Guidelines for Property within the City of Monterey".
 - d. Consistency with sign design guidelines contained in adopted neighborhood and area plans such as, but not limited to, the Lighthouse Area Plan, the Wharf Master Plan, the Alvarado Street Study, and the East Del Monte Avenue Area Plan.
5. Art Review Standard – Art which is new construction or an exterior alteration in the R-2, R-3, C-1, C-2, C-3, C-O, C-R, I-R, P, or O zoning districts will only be reviewed by the Architectural Review Committee to determine:

- ✍ Appropriateness of the design to the function of the site, including safe vehicle and pedestrian movement, parking, loading, trash removal, maintenance of required landscape planter areas and maintenance or required and designated view corridors and public access.
- ✍ Compatibility of the design and location with a designated and zoned historic site, building, or district.
- ✍ Preservation and integration of natural features with the project.

6. Repeal of Current Sign and Sign Art Definitions – The "sign" and "sign art" definitions contained in "A Resolution of the Architectural Review Committee of the City of Monterey Establishing Standards for Implementation of Ordinance No. 2529 C.S. Regulating Signs in the City of Monterey as repealed".

Chairperson

Vice Chairperson

Date

Original signed by Chair and Vice Chair