The seal of the City of El Segundo is a circular emblem. It features a central illustration of a building, possibly a school or government building, with a flag flying in front. The words "CITY OF EL SEGUNDO" are inscribed around the perimeter of the seal.

CITY OF  
**EL SEGUNDO**

# Billboard and Off-Site Signage Standards

December 2024

# Purpose & Intent

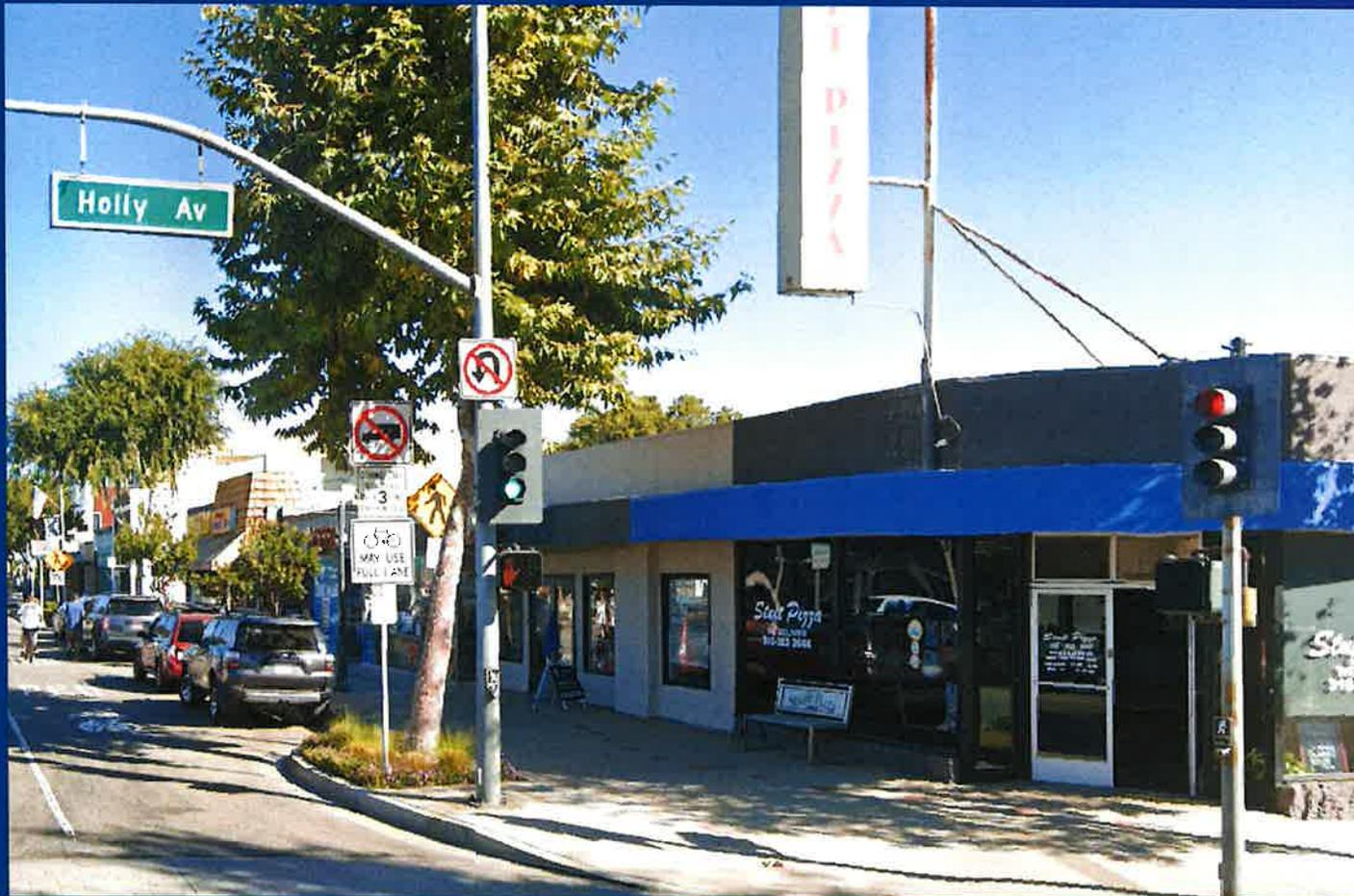
Purpose of the Sign Ordinance is to:

- Encourage effective use of signs,
- Maintain aesthetic environment
- Maintain City's ability to attract businesses,
- Encourage harmonious integration of signs and surroundings,
- Ensure pedestrian and traffic safety, and
- Minimize possible adverse effects





Main Street at Holly (c. 1965)



Main Street at Holly (present day)

# Current Regulations (Permitted Signs)

## Building mounted:

- Wall
- Canopy
- Fin
- Awning, projecting, and roof
- Marquee

## Site (generally):

- Monument and ground signs
- Freestanding
- Pole sign



## Misc:

- Works Of Art (i.e., Murals)

# Current Regulations (Permitted Signs, cont'd)

Works Of Art: Works of art, including decorative flags and murals, such as historical and community-oriented murals, which are not for commercial purposes are permitted, subject to [certain] standards:



# Current Regulations (Prohibited Signs)

- Beacon signs, used in connection with commercial premises for commercial purposes;
- Balloons or other inflated devices or signs
- Billboards
- Flags and pennants, except those exempt under section 15-18-3 of this chapter
- Signs emitting sounds, odor, or visible matter
- Trailer or portable signs
- Signs that flash, rotate, pulsate, or otherwise move in a way that creates a traffic hazard
- Signs imitating or resembling traffic lights, signs, or signals or that interfere with the effectiveness of traffic lights, signs, or signals
- Strobe lights used in signs
- Abandoned signs

# Current Regulations

## Prohibited Outdoor Advertising Structures

*BILLBOARD SIGNS: Any sign erected for the purpose of advertising a product, event, business, person, or subject not located on the premises on which the sign is located and containing a surface or display area of fifty (50) square feet or more.*

# Current Regulations

## Prohibited Outdoor Advertising Structures and Displays

- Advertisement that does not advertise the business conducted, the services rendered, or the goods produced on the property where the sign is placed, regardless of size, is prohibited within 500-feet of a State or County freeway or highway

## Questions:

1. Should we allow for large advertisement signs on buildings that are not for products rendered or produced onsite?
2. Criteria for selecting building?
  - Location (proximity to 105 freeway and/or PCH)
  - Building height min/max, or min/max number of stories?
3. Type/Form?
  - Digital reader boards, wraps, painting, canvas
4. Other issues to consider?

105 fwy,  
between  
Douglas  
and Nash



12/3/2024

105 fwy, at  
Hughes  
Way  
overpass



12/3/2024



PCH at Sycamore (looking north)



PCH, south of Maple (looking south)



PCH, north of Grand (looking south)

**Broadway  
South of  
10 fwy  
Near  
DTLA**



**Broadway  
and  
Washington**  
  
**(South of  
10 fwy  
Near DTLA)**

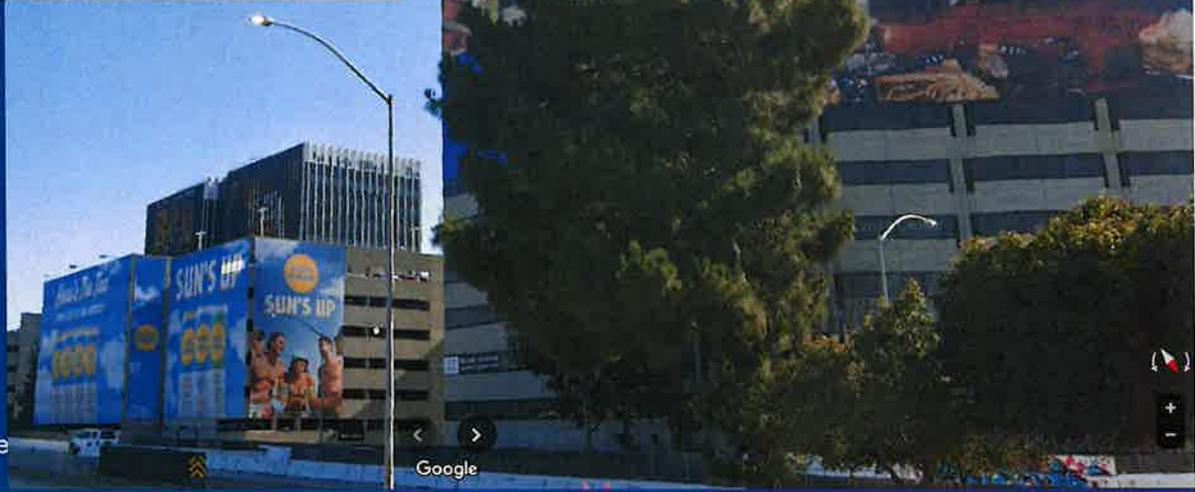


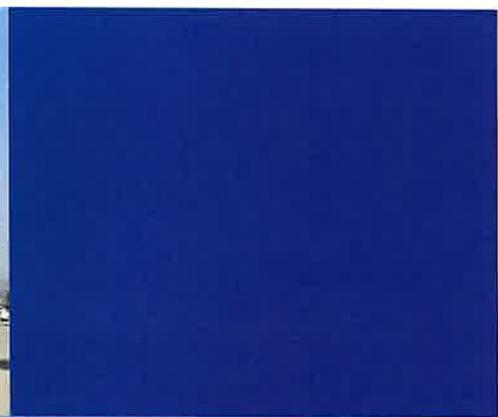


# 405 fwy at Century Blvd.

12/3/2024

City of El Se





# 405 fwy at Century Blvd.

12/3/2024

City of



- 110 N at Exposition





## Exposition Street off-ramp from 110 fwy

12/3/2024

City of El Segundo | 350 Main St. El Segundo, CA 90245

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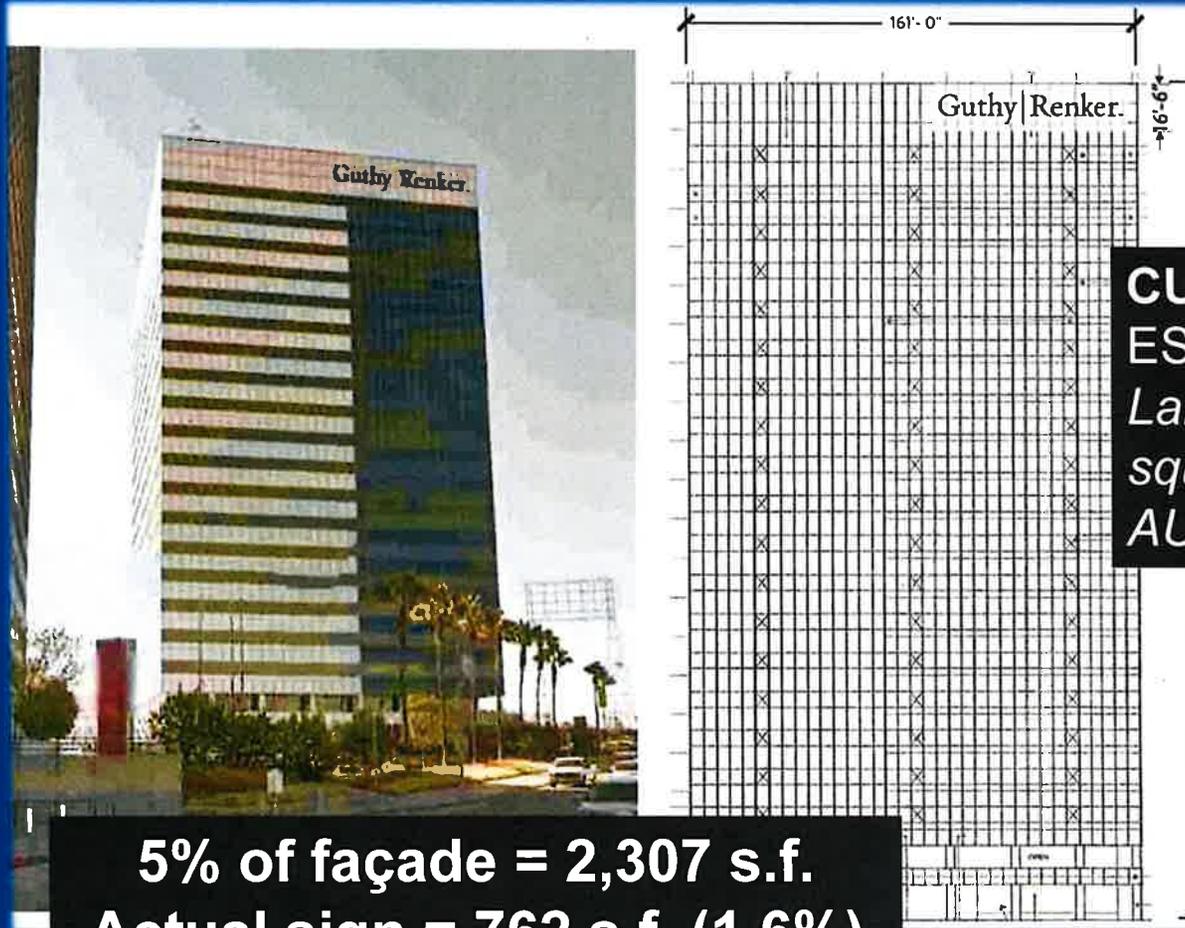


## Discussion/Questions:

1. Should we allow for large advertisement signs on buildings that are not for products rendered or produced onsite?
2. Criteria for selecting building?
  - Location (proximity to 105 freeway and/or PCH)
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3. Type/Form?
  - Digital reader boards, wraps, painting, canvas
4. Other issues to consider?



# Large Signs



## CURRENT CODE

ESMC Section 15-18-4(A)(3) -  
*Large Signs: Any sign over 500 square feet in area requires an AUP.*

5% of façade = 2,307 s.f.  
Actual sign = 762 s.f. (1.6%)