



City of South Lake Tahoe

"making a positive difference now"

CITY-WIDE SIGN DESIGN STANDARDS CHECKLIST

Business Name: _____

Project Number: _____ **Date:** _____

Planner: _____

Article VIII. Sign Design Standards

25-30 Copy

- A. Standard:** Copy should be simple to read and limited to six or eight words, and denote the name and type of business or services rendered
Yes / No / NA
- B. Standard:** Motor Fuel Price signs are regulated by Section 13531 et seq. of the Business and Professions Code require the following:
Yes / No / NA
1. The sign shall not advertise more than three major grades of motor fuel offered for sale (propane is not considered a motor vehicle fuel).
 2. The numerals designating the price of motor fuel shall be the minimum size as allowed under Section 13531 et seq. of the Business and Professions Code.
- C. Standard:** Sign area containing copy required by law (such as state required gas prices, security exchange commission (NASAD) will not be deducted from the maximum allowable sign area, provided the copy does not exceed the minimum size requirements of the law.
Yes / No / NA
- D. Standard:** Any increase in sign area copy beyond what is required by law is allowable provided the additional area is deducted from the appropriate BRB.
Yes / No / NA

25-31 Lighting

- A. Standard:** All illuminated signs shall have either or both indirect or diffused lighting.
Yes / No / NA
- Guideline:** Indirect backlighting of individual letters is the encouraged method of sign illumination.

- B. Standard:** Indirect lighting sources shall be shielded to prevent the light source from being visible from a public right-of-way or adjacent property.
Yes / No / NA
Guideline: Methods that can be used include an enclosure that extends past the light source sufficiently that will channel the light onto the sign materials and mounding may also be used. Approval of the shielding method and its design will be based on how well the standard is met.
- C. Standard:** The intensity of lighting shall not create a visual hazard to the public.
Yes / No / NA
- D. Standard:** All internally illuminated signs shall have a background which transmits a limited amount of light. (See SLTCC 25-34, Color)
Yes / No / NA

25-32 Landscaping

- A. Standard:** All freestanding signs shall be placed wholly within a landscaped area. The minimum landscape area shall be equal to the city standard setback, and across the property frontage, excluding driveways. Should a sign not be located within the standard property setback, the sign shall be placed in a landscape island. The island shall have a minimum depth from each sign face/edge of 10 feet. (Also see SLTCC 5-24, Landscaping)
Yes / No / NA
- B. Standard:** In the event that the landscaping provisions cannot be met as they pertain to freestanding signs, because of the physical limitations of the property, the staff may grant an exception under SLTCC 25-22, Exceptions.
Yes / No / NA
- C. Standard:** A security deposit for the installation of the required sign landscaping may be allowed by the staff based on the winter ground disturbance prohibition from October 15th through April 30th of each year. Staff may place conditions, as appropriate, to ensure timely compliance.
Yes / No / NA

25-33 Construction

- A. Standard:** All supporting devices and braces shall be an aesthetic contribution to the sign structure and not a utilitarian appendage to hold up a sign, e.g., angle iron, pipes, guy wires are not allowed.
Yes / No / NA
- B. Standard:** Freestanding signs shall be supported by two or more poles/supports or a monument base.
Yes / No / NA
Guideline: The use of monument bases in conjunction with low-profile signs is encouraged.

25-34 Color

- A. Standard:** Internally illuminated signs shall have backgrounds of a dark color, or opaque material which does not transmit light. If opaque, only the individual letters and/or symbols would be illuminated. Under day and night lighting conditions, the copy on internally illuminated signs shall be lighter than the background.
Yes / No / NA
Guideline: Natural wood and high density foam core signs which can be carved and painted consistent with the design standards, including dark backgrounds, are also encouraged.
- B. Standard:** Externally illuminated signs may be any color background and copy except for bright neon colors (fluorescent) and reflective colors, which are prohibited.
Yes / No / NA
Guideline: Bright colors are generally discouraged on signs except when used as accent colors.
- C. Standard:** The color standard shall not apply to nationally registered trademarks, if the color is a part of the trademark. If the trademark only pertains to the copy, then the copy shall be placed on a city approved background color. The minimum background shall be 40 percent of the sign area.
Yes / No / NA

25-35 Sign Location

- A. Standard:** The maximum height of a roof sign shall not exceed 15 feet from grade and shall be placed within a sign dormer.
Yes / No / NA
For building signs more than 50 feet from the property line, no sign shall be mounted on the roof of a building or mansard roof, unless the sign is placed on a sign "sign dormer" which is located within the bottom one-half of the roof, as seen in elevation.
- B. Standard:** In the design of new buildings and major remodels, all improvements subject to design review shall identify signage locations.
Yes / No / NA
Guideline: Architectural details of a building often suggest locations, size or shape of signs. Signs should complement the building and not be considered after the building is designed.
- C. Standard:** One freestanding sign shall be permitted per the street frontage or project area. Additional freestanding signs area are allowed for parcels or project areas where there are multiple businesses if they are placed at least 100 feet apart and meet all other standards of this chapter.
Yes / No / NA
- D. Standard:** The location (setback) of a freestanding sign is subject to the

Yes / No / NA maximum height allowed per the following setback chart, but in no case shall a sign be closer than five feet, zero inches to a property line.
Guideline: Where possible a low-profile sign is encouraged.

Freestanding Sign Setback	Height
13' or less	10.00'
14'	10.25'
15'	10.50'
16'	10.75'
17'	11.00'
18'	11.25'
19'	11.50'
20'	11.75'
21'	12.00'

25-37 Sign Height

A. Standard: For freestanding signs, see SLTCC 25-36.
 Yes / No / NA

B. Standard: For all other signs, including window signs and banners;
 Yes / No / NA
 1. If a single story building is located within 50 feet of the property line, the maximum sign height shall be 15 feet, measured from grade.
 2. If a single story building setback is greater than 50 feet, the maximum sign height shall be 25 feet.

C. Standard: For multi-story buildings, a building sign height over 15 feet is allowed, up to a maximum of 25 feet.
 Yes / No / NA

25-38 General Sign Design

A. Standard: All signs should promote the city value of enhancing the unique beauty of Lake Tahoe by adherence to a high aesthetic quality and professional construction standards.
 Yes / No / NA

25-24 Partial Compliance to Nonconforming Signs

Modifications to existing nonconforming signs that bring a sign closer to compliance with this chapter shall be permitted provided:

Yes / No / NA i. The property owner has not received notification of a violation of this chapter or notification of nonconforming sign compliance requirements.

Yes / No / NA ii. The sign does not create a safety hazard as determined by the city manager or his/her designee.

Yes / No / NA

iii. The sign is in good aesthetic condition as determined by the city manager or his/her designee.

Yes / No / NA

iv. The property owner enters into a signed written agreement with the city agreeing that the sign will be brought into full compliance within five years from the date of enactment of this amended ordinance and that failure to do so shall result in enforcement proceedings as set forth in this chapter.