



Los Angeles County Department of Regional Planning

Planning for the Challenges Ahead



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SUBDIVISION AND ZONING ORDINANCE INTERPRETATION NO. 2022-01 CRITERIA FOR APPLYING TITLE 22 SIGN DEVELOPMENT STANDARDS TO SIGN PROPOSALS FOR AUTOMOBILE SERVICE STATIONS

PURPOSE

This memorandum provides guidance for applying the Los Angeles County Code Title 22 sign provisions to sign proposals for automobile service stations, also known as fueling stations.

BACKGROUND

In recent years, the fueling station industry has been installing graphics and colored lighting on station structures and fueling pumps with the purpose of attracting attention. There has been confusion as to whether graphic strips, lighting, and fuel pump signs are regulated by Title 22. The following clarifications shall be used to determine acceptable fueling station signs.

POLICY

1) Fueling Canopy Signs

Title 22 defines a wall sign as a sign mounted to and wholly supported by a permanently roofed building or structure, which is parallel to and does not project more than 18 inches from the face of the building or structure. As fueling canopies are permanently roofed structures, any signs displayed on them shall be classified as wall signs under Title 22. Allowable signs will be based on the fueling canopy's street frontage. Per County Code [Section 22.114.060](#), any words and logos, whether or not they are lighted, shall be

calculated using the smallest rectangle, circle, and/or triangle around the display which encloses the graphics.

Fueling Canopy Example



CALCULATE AS PART OF
ALLOWABLE WALL SIGN AREA

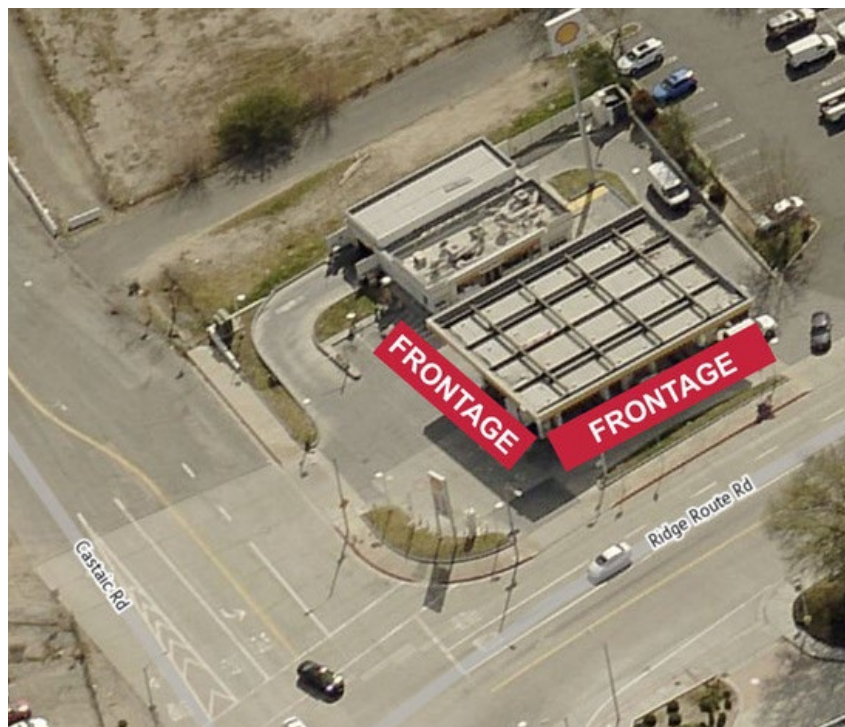


DO NOT CALCULATE AS PART OF
ALLOWABLE WALL SIGN AREA



Allowable sign area shall be calculated along the portion of the fueling canopy that borders a public street, highway, or parkway. Signs may be placed on the sides of the structure that do not qualify as a frontage but face a public street.

Fueling Canopy Frontage Example



2) Fuel Pump Signs

Signs and video screens affixed to fuel pumps are permitted when they are intended to display information and video content to the customer while pumping fuel. However, signs shall not attract attention beyond the property line, and sounds emitted from the video shall not be audible beyond the property line.


Fuel Pump Sign Examples



 NOT CONSIDERED
REGULATED SIGNAGE



 CALCULATE AS PART OF
ALLOWABLE WALL SIGN AREA

 DO NOT CALCULATE AS PART OF
ALLOWABLE WALL SIGN AREA

3) Freestanding and Fuel Pricing Signs

Fueling stations are permitted one fuel pricing sign per street frontage but may be combined when installed on a corner. The sign may have the brand or trade name, cost of each fuel type, and the method of payment, i.e., cash or credit. The fuel pricing sign may not contain any advertisements for other businesses situated on the property.

Fuel pricing signs may be combined with freestanding business signs to create one sign. In this instance, the allowable square footage consists of the sum of allowable sign area for both signs. However, the fuel pricing sign or freestanding business sign shall not exceed their respective allowable sign areas. The sign may not contain advertisements for other businesses situated on the property.

Fuel Pricing Sign Example




4) Business, Directional or Informational, and Incidental Signs

Fueling stations may install business signs, defined in County Code [Section 22.14.190 - S](#), on their buildings advertising various products available on the premises.

Directional signs, defined in County Code [Section 22.14.190 - S](#), often mark entrances and exits, direct traffic toward drive-through lanes, and are non-advertising in nature. Directional signs that point toward a drive-through are permitted to include the name or logo of the business toward which traffic is being directed.

Directional Sign Example

 CALCULATE AS PART OF
ALLOWABLE WALL SIGN AREA

 DO NOT CALCULATE AS PART OF
ALLOWABLE WALL SIGN AREA



APPLICABILITY

This memorandum applies to all new and existing applications under review as of the date of this memorandum and will be rescinded when these clarifications are incorporated into Title 22.

AJB:DD:MG:ER:TC:lm

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