

### **Hermosa Beach Municipal Code Section 17.50.030 Sign Definitions:**

**"Building frontage"** means the exterior building wall of a ground floor business on the side or sides of the building fronting on or oriented toward a street or highway, which is used exclusively for pedestrian or vehicular traffic. Building frontage is measured continuously along the wall for the entire length of the building. In cases where the exterior walls of a business are oriented to more than one (1) street or highway, the primary building frontage shall be the frontage which is associated with the street identified with the street address of the business. Secondary frontage must have a building entrance/exit which is open to the public during business hours for customer/pedestrian use, which entrance is fronting on a street or highway.

**"Double-face sign"** means a sign which has two or more display surfaces backed against each other, or against the same background, one (1) face of which is designed to be seen from one (1) direction and the other from the other direction.

**"Marquee sign"** means a sign painted on, attached to, or supported by a marquee with the exposed face of the sign in a plane parallel to the building wall which supports the marquee.

**"Nonconforming sign"** is a sign which was validly installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the provisions of the Hermosa Beach sign code.

**"Pole sign"** is a sign wholly supported by a single member in the ground.

**"Roof line"** for the purposes of this section, the roof line is considered the apparent uppermost edge of the roof or the top of a parapet, whichever forms the top line of the building silhouette or facade.

**"Roof sign"** is a sign erected upon, above or extending above a roof line of a building or structure. Architectural projections above the roof line which function as background for a sign shall be considered a sign structure. A sign on such structure shall be considered a roof sign.

**"Wall sign"** is any sign attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane parallel to the plane of said wall and not extending above the wall to which it is attached.