

FASHION OUTLETS

LOS ANGELES

COMPREHENSIVE SIGNAGE PLAN

CITY OF CARSON, CA



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PROJECT IDENTITY - SITE & BUILDING SIGNAGE

Sign Type 1.1 - HWY Pylon-FOLA

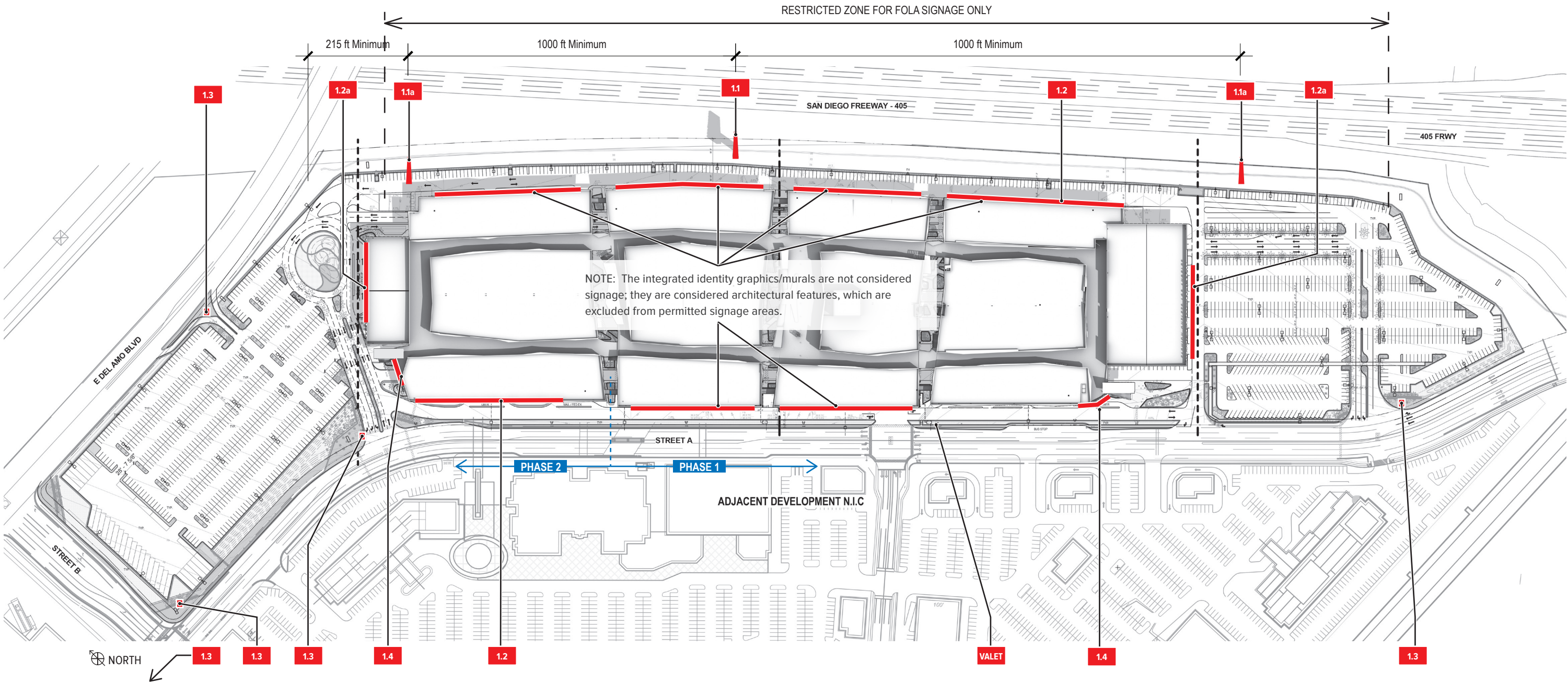
Sign Type 1.1a - HWY Pylon-City of Carson/Future Development (N.I.C. - by others for Information only)

Sign Type 1.2 - Wall Mounted ID-East/West

Sign Type 1.2a - Wall Mounted ID-North/South

Sign Type 1.3 - Corner Project ID: Vertical Totem

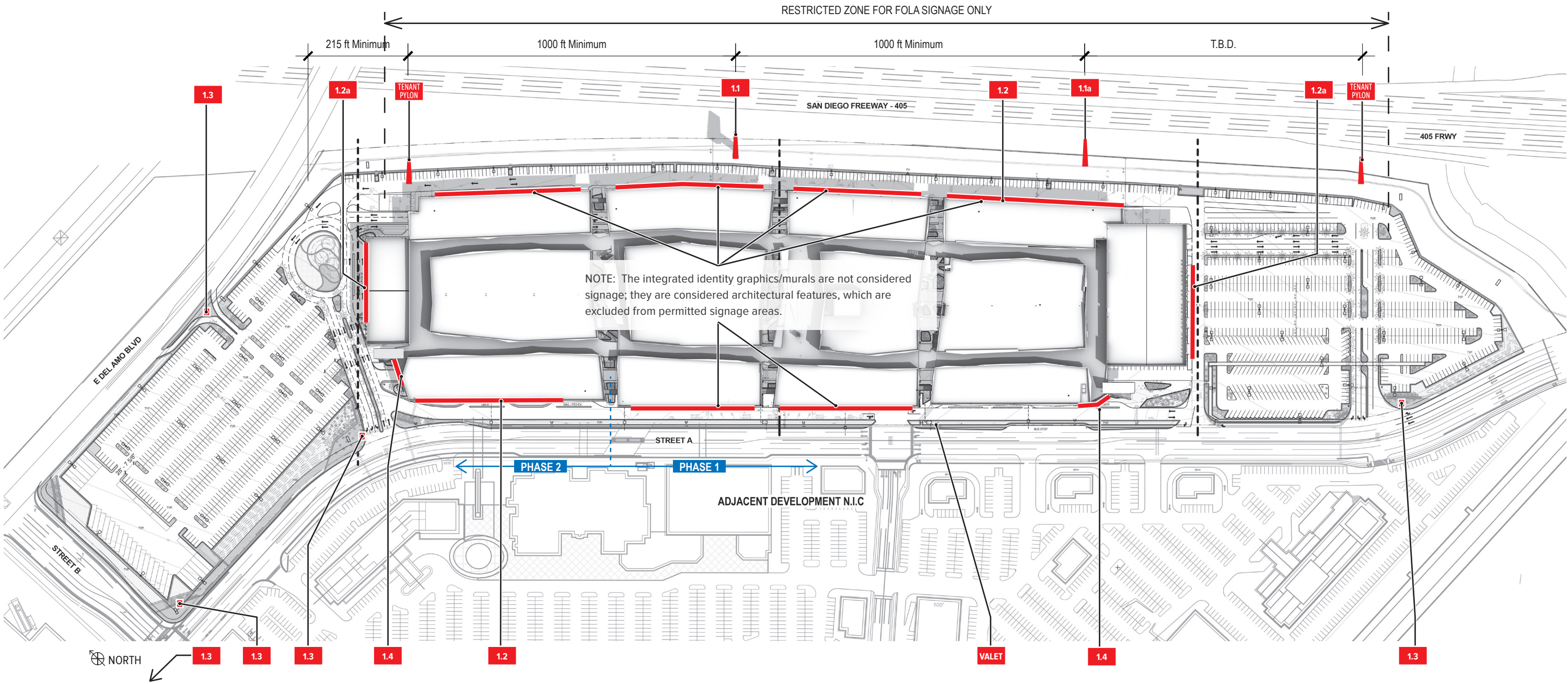
Sign Type 1.4 - Entry Plaza Project ID "Fashion Outlets LA"



SCHEME A:

PROJECT IDENTITY - SITE & BUILDING SIGNAGE

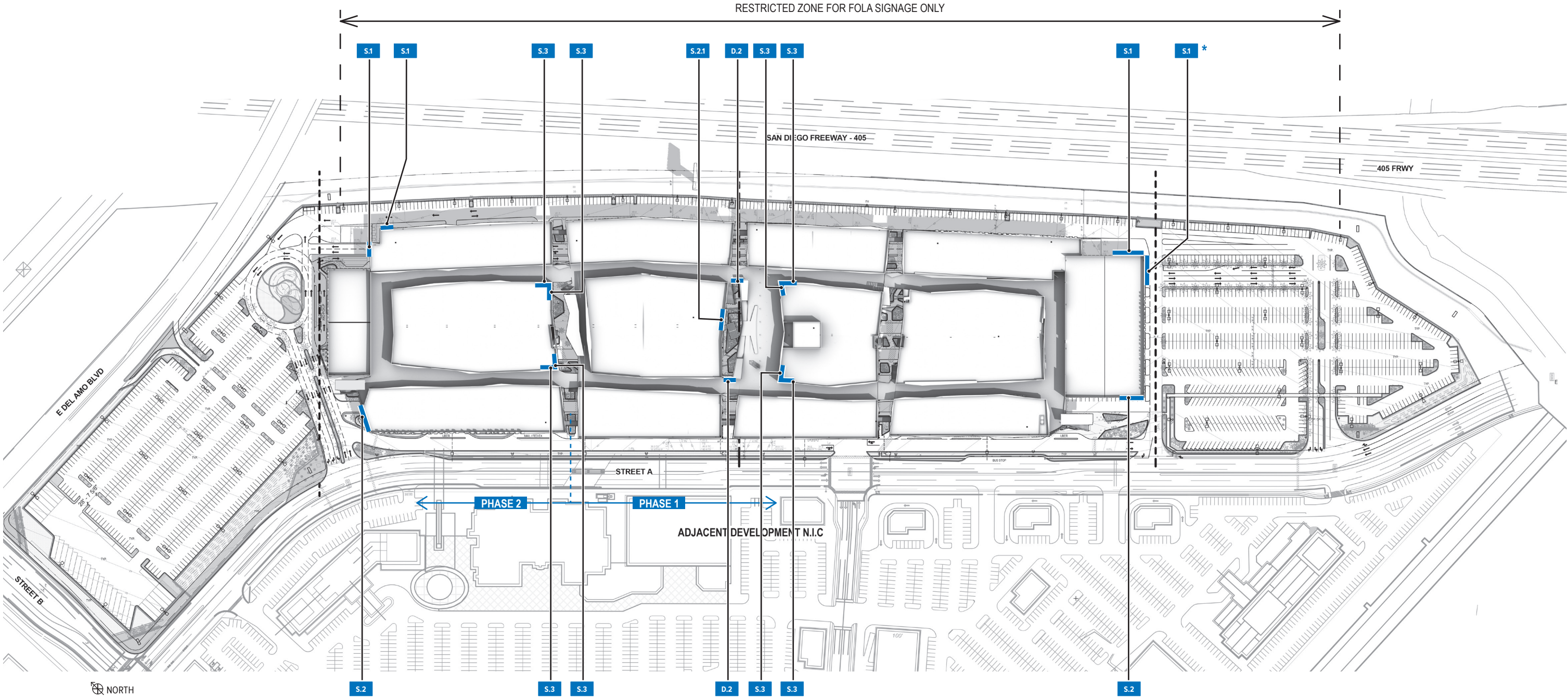
- Sign Type 1.1 - HWY Pylon-FOLA
- Sign Type 1.1a - HWY Pylon-City of Carson/Future Development (N.I.C. - by others for Information only)
- Sign Type 1.2 - Wall Mounted ID-East/West
- Sign Type 1.2a - Wall Mounted ID-North/South
- Sign Type 1.3 - Corner Project ID: Vertical Totem
- Sign Type 1.4 - Entry Plaza Project ID "Fashion Outlets LA"



SCHEME B:

PROJECT AD PANELS

- Sign Type S.1 - Static AD (20x60) *(Future conversion to LED digital)
- Sign Type S.2 - Static AD (14x48)
- Sign Type S.2.1 - Static AD (14x48) (Future conversion to LED digital)
- Sign Type S.3 - Static AD (10x34)
- Sign Type D.2 - Digital Bulkhead AD (8x12)



BUILDING MOUNTED-EXTERIOR FACING TENANT SIGNS

Sign Type T.1 - PRIMARY ANCHOR SIGN

Sign Type T.2A - EAST FRONTAGE TENANT SIGNS-BLOCK A

Sign Type T.2B - EAST FRONTAGE TENANT SIGNS-BLOCK B

Sign Type T.2C - EAST FRONTAGE TENANT SIGNS-BLOCK C

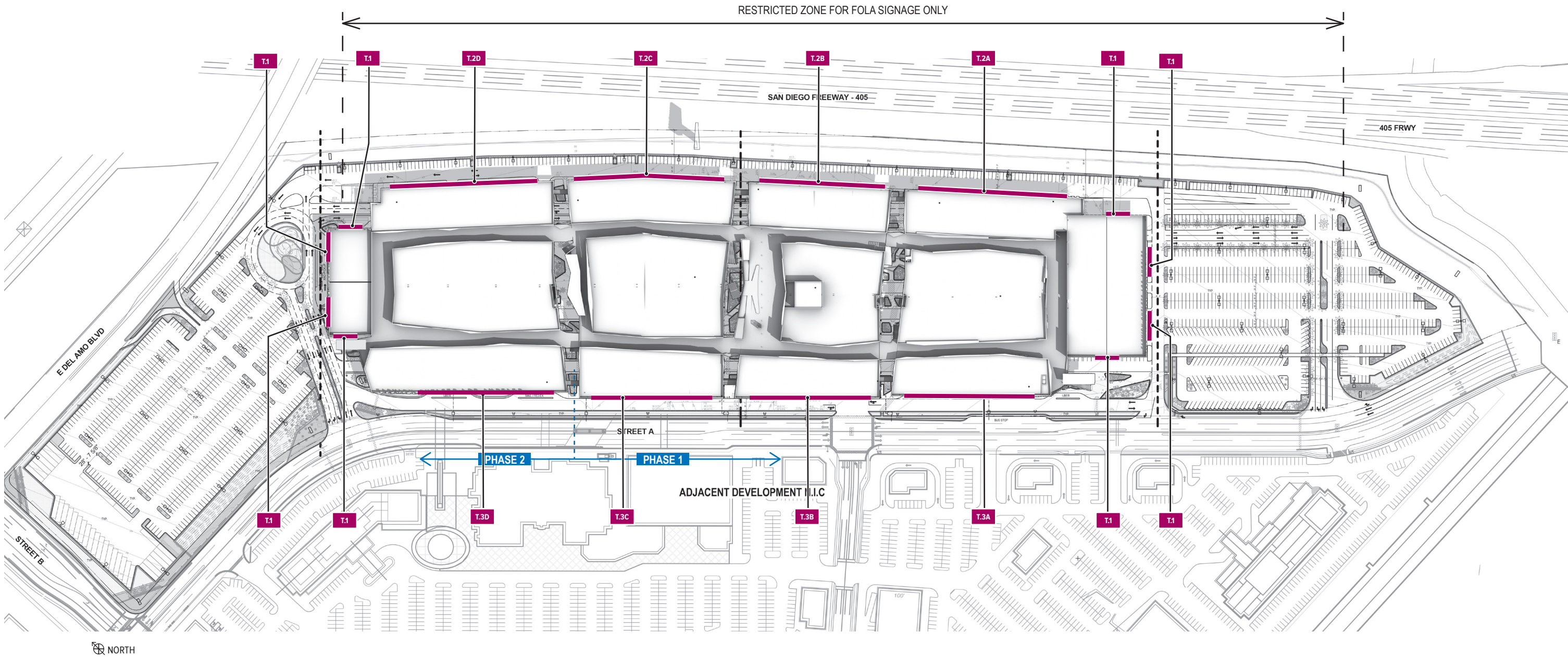
Sign Type T.2D - EAST FRONTAGE TENANT SIGNS-BLOCK D

Sign Type T.3A - WEST FRONTAGE TENANT SIGNS-BLOCK A

Sign Type T.3B - WEST FRONTAGE TENANT SIGNS-BLOCK B

Sign Type T.3C - WEST FRONTAGE TENANT SIGNS-BLOCK C

Sign Type T.3D - WEST FRONTAGE TENANT SIGNS-BLOCK D



PROJECT IDENTITY - SITE & BUILDING SIGNAGE

- Sign Type 1.1 - HWY Pylon-FOLA
- Sign Type 1.1a - HWY Pylon-City of Carson/Future Development (N.I.C. - by others for Information only)
- Sign Type 1.2 - Wall Mounted ID-East/West
- Sign Type 1.2a - Wall Mounted ID-North/South
- Sign Type 1.3 - Corner Project ID: Vertical Totem
- Sign Type 1.4 - Entry Plaza Project ID "Fashion Outlets LA"

PROJECT AD PANELS

- Sign Type S.1 - Static AD (20x60)
- Sign Type S.2 - Static AD (14x48)
- Sign Type S.3 - Static AD (10x34)
- Sign Type D.2 - Digital Bulkhead AD (8x12)

BUILDING MOUNTED-EXTERIOR FACING TENANT SIGNS

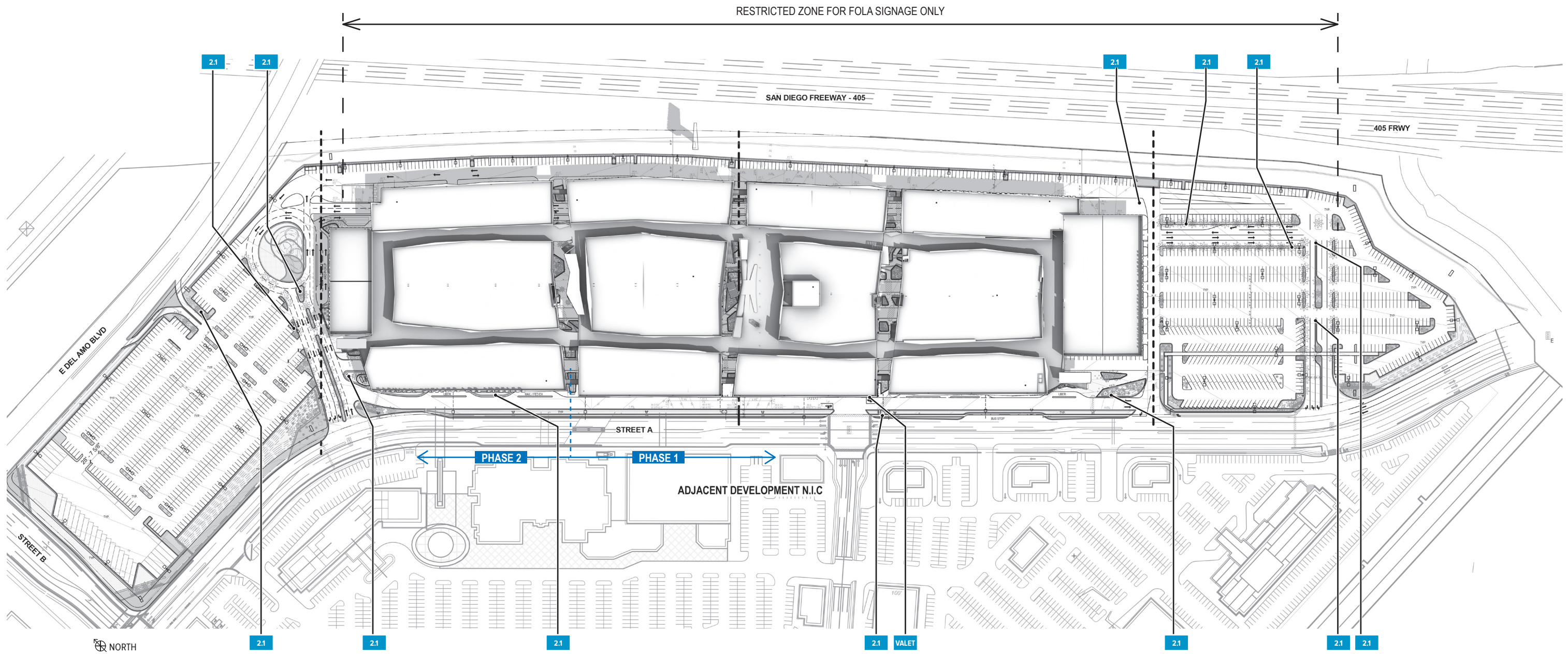
- Sign Type T.1 - PRIMARY ANCHOR SIGN
- Sign Type T.3A - WEST FRONTAGE TENANT SIGNS-BLOCK A
- Sign Type T.3B - WEST FRONTAGE TENANT SIGNS-BLOCK B
- Sign Type T.3C - WEST FRONTAGE TENANT SIGNS-BLOCK C
- Sign Type T.3D - WEST FRONTAGE TENANT SIGNS-BLOCK D

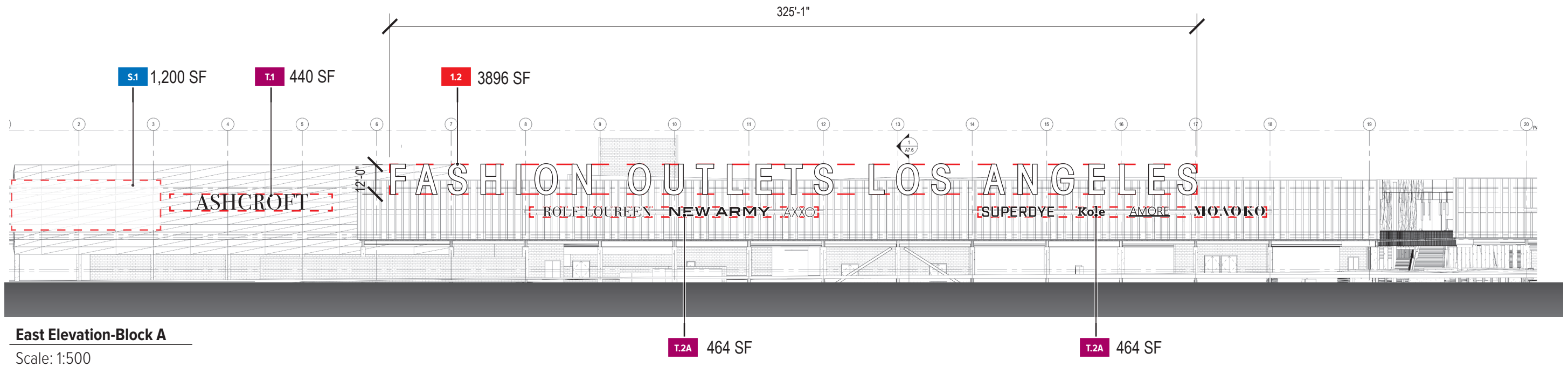
NOTE: The integrated identity graphics/murals are not considered signage; they are considered architectural features, which are excluded from permitted signage areas.



SITE VEHICULAR DIRECTIONAL SIGNS

Sign Type 2.1 - SHOWN FOR REFERENCE ONLY - FINAL POSITIONS TBD



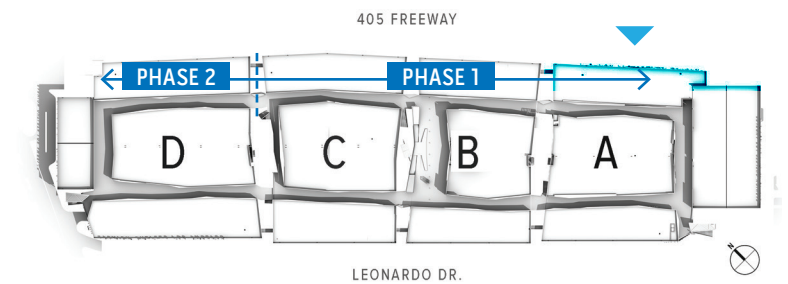


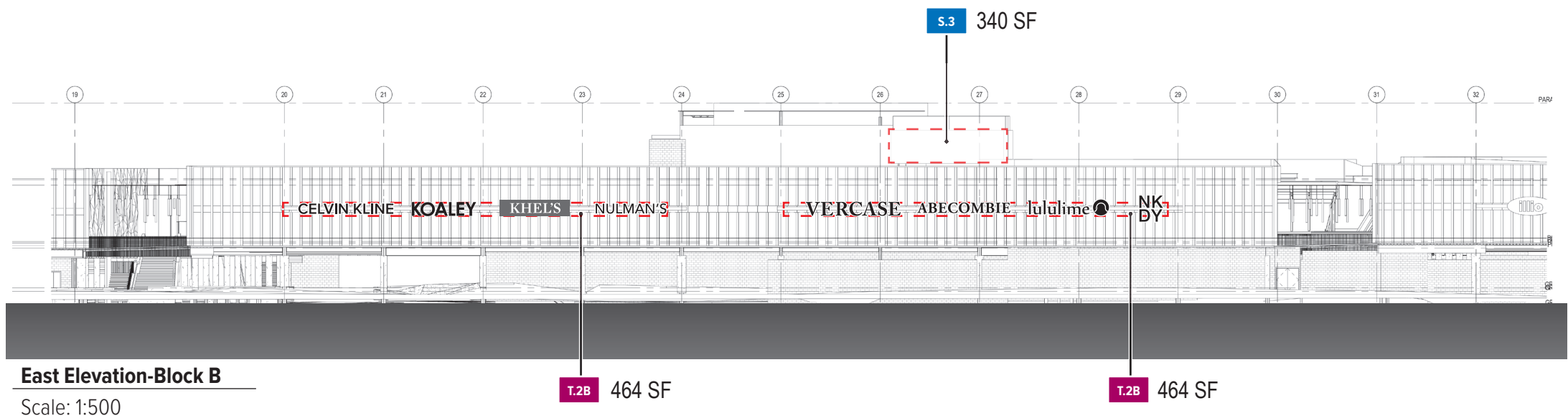
405 FREEWAY FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2,544 FT - OVERALL LENGTH: WALL +/- 540 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.2	WALL MOUNTED BUILDING ID SIGN	1	3,896	3,896	3,960
T.1	PRIMARY ANCHOR SIGN	1	440	440	7,776
T.2A	EAST FRONTAGE TENANT SIGNS	2	464	928	INCLUDED ABOVE
S.1	STATIC AD (20X60)	1	1,200	1,200	1,200
			SUB TOTAL:	6,464	12,936



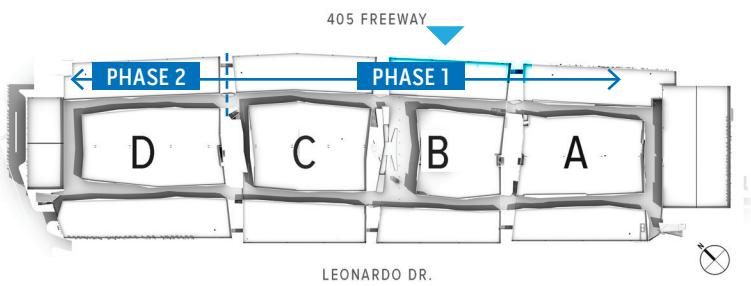


405 FREEWAY FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2,544 FT - WALL LENGTH: +/- 330 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
S.3	STATIC AD (10X34)	2	340	680	680
T.2B	EAST FRONTAGE TENANT SIGNS	2	464	928	4,752
			SUB TOTAL:	1608	5,432



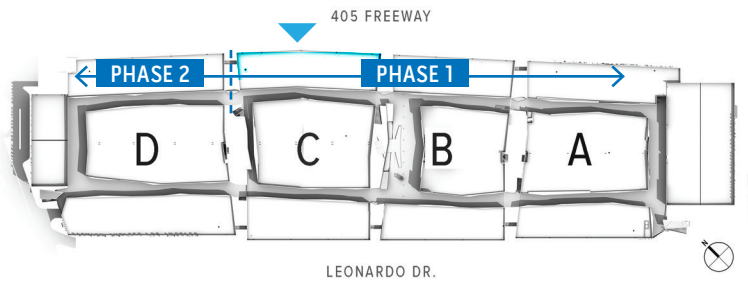


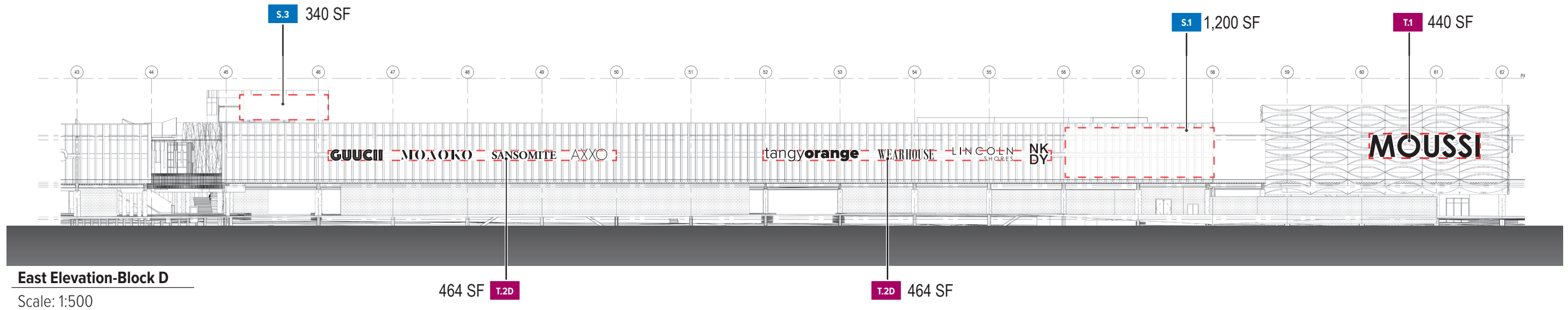
405 FREEWAY FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2,544 FT - WALL LENGTH: +/- 390 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
T.2C	EAST FRONTAGE TENANT SIGNS	2	464	928	5,616
1.1	405 FREEWAY PYLON-20 X 60 DIGITAL DISPLAYS	DOUBLE SIDED	1544	3088	3,188
			SUB TOTAL:	4016	8,804



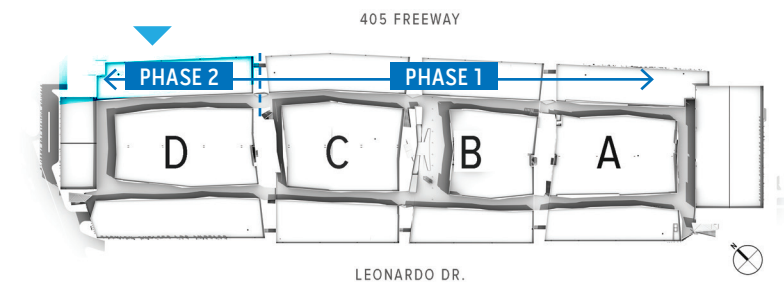


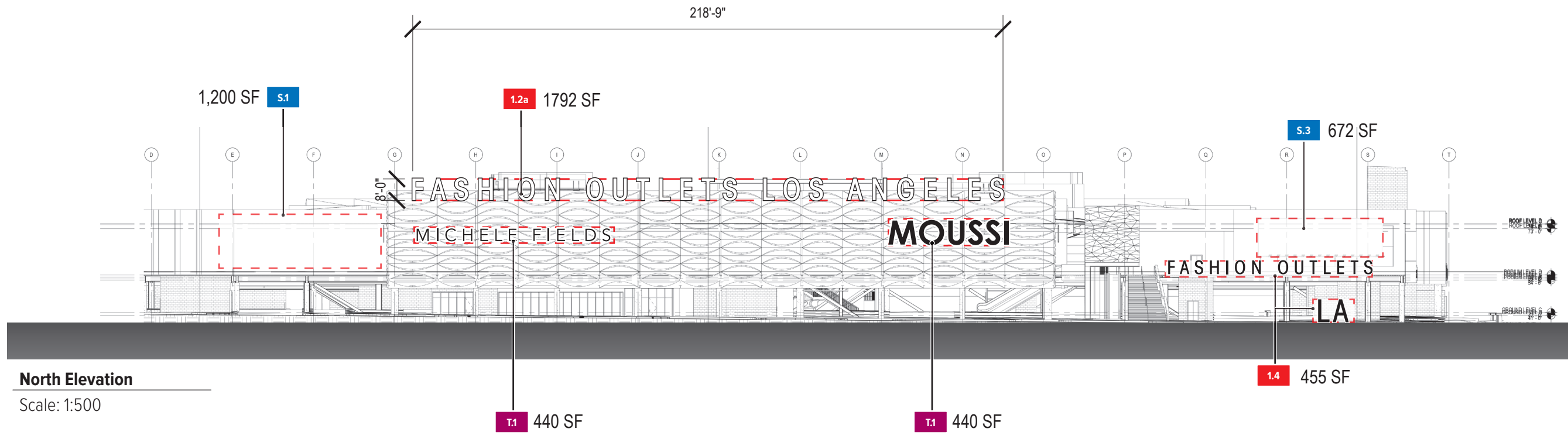
405 FREEWAY FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2,544 FT - WALL LENGTH: +/- 510 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
S.3	STATIC AD (10X34)	2	340	680	680
T.2D	EAST FRONTAGE TENANT SIGNS	2	464	928	7,344
T.1	PRIMARY ANCHOR SIGN	1	440	440	INCLUDED ABOVE
S.1	STATIC AD (20X60)	1	1,200	1,200	1,200
			SUB TOTAL:	3,248	9,224





North Elevation

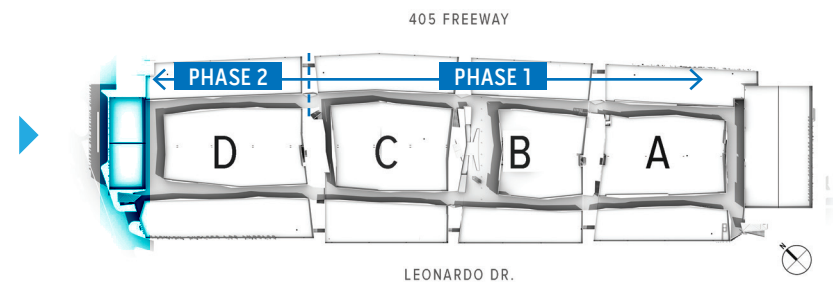
Scale: 1:500

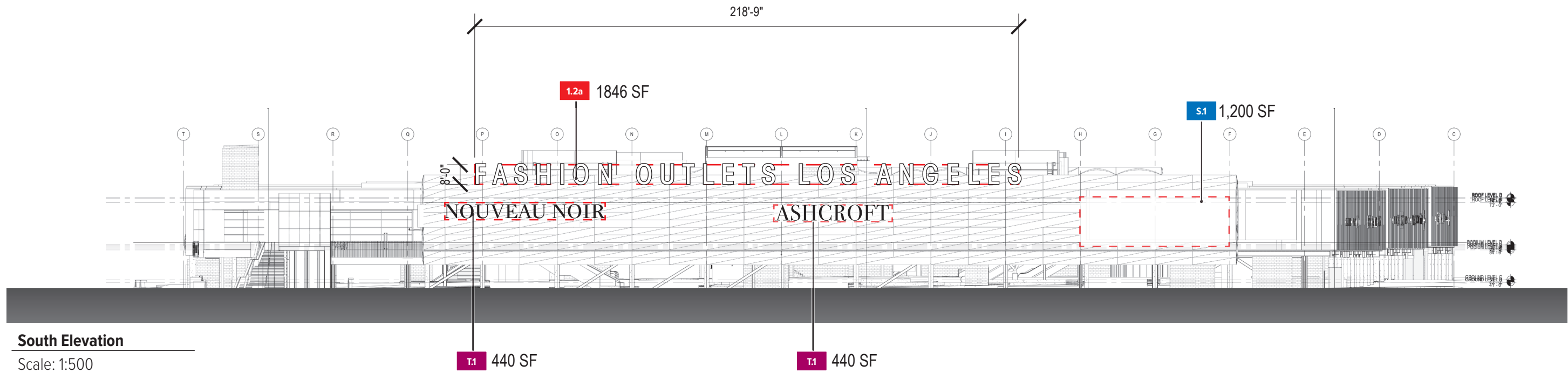
NORTH FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 880 FT - WALL LENGTH: +/- 490 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.2a	WALL MOUNTED BUILDING ID SIGN	1	1,792	1,792	1,840
1.4	ENTRY PLAZA PROJECT ID "FASHION OUTLETS LA"	1	455	455	455
T.1	PRIMARY ANCHOR SIGN	2	440	880	7,056
S.3	STATIC AD (14X48)	1	672	672	672
S.1	STATIC AD (20X60)	1	1,200	1,200	1,200
			SUB TOTAL:	4,999	11,223





South Elevation

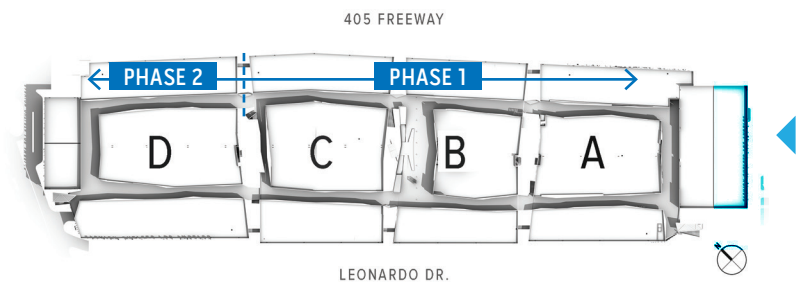
Scale: 1:500

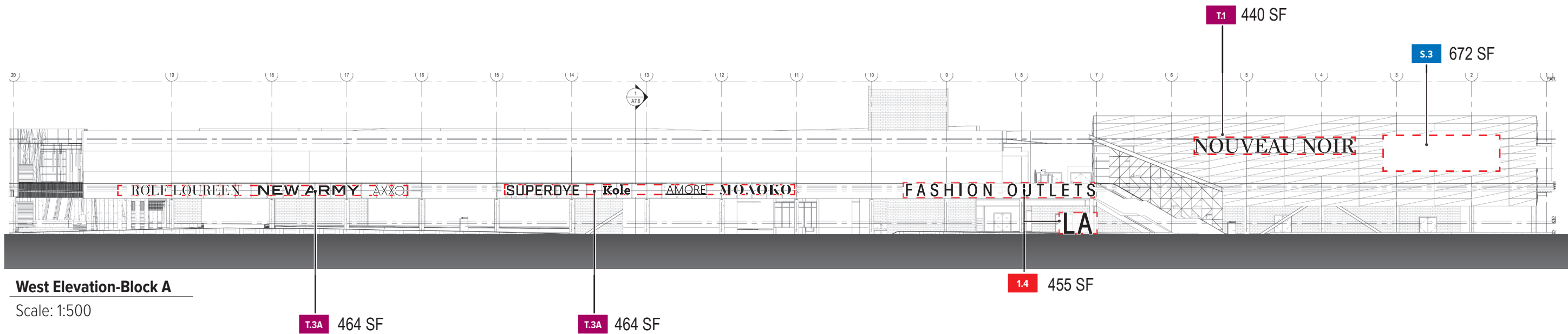
SOUTH FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 536 FT - OVERALL BUILDING LENGTH: 450 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.2a	WALL MOUNTED BUILDING ID SIGN	1	1,792	1,792	1,840
T.1	PRIMARY ANCHOR SIGN	2	440	880	6,480
S.1	STATIC AD (20X60)	1	1200	1,200	1,200
			SUB TOTAL:	3,872	9,520



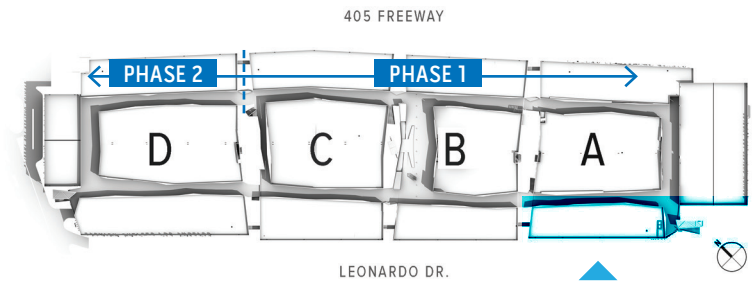


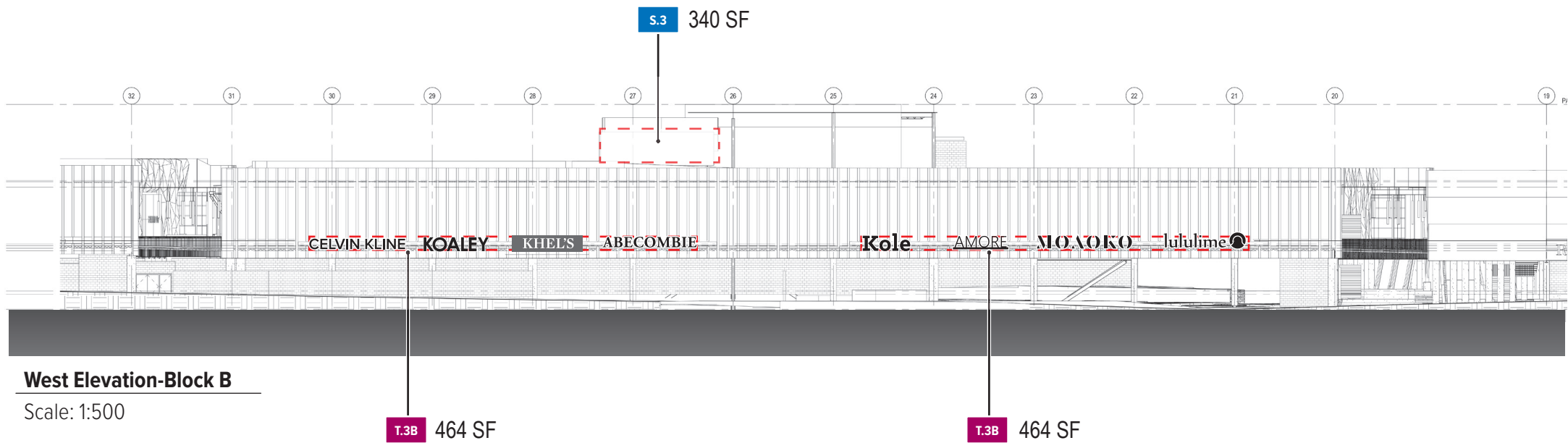
LEONARDO FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2985 FT - WALL LENGTH: +/- 570FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.4	ENTRY PLAZA PROJECT ID "FASHION OUTLETS LA"	1	455	455	455
T.1	PRIMARY ANCHOR SIGN	1	440	440	8,208
T.3A	WEST FACING TENANT SIGNAGE	2	464	928	INCLUDED ABOVE
S.3	STATIC AD (14X48)	1	672	672	672
			SUB TOTAL:	2,495	9,335



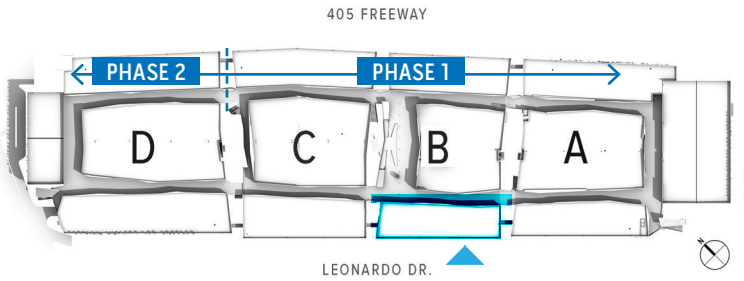


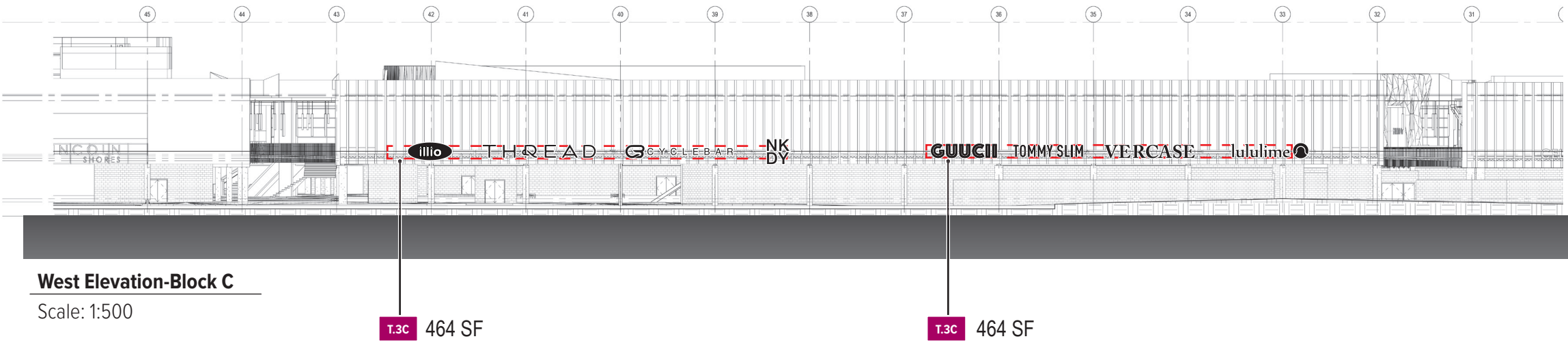
LEONARDO FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2985 FT - WALL LENGTH: +/- 330 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
T.3A	WEST FACING TENANT SIGNAGE	2	464	928	4,752
S.3	STATIC AD (10X34)	2	340	680	680
			SUB TOTAL:	1,608	5,432



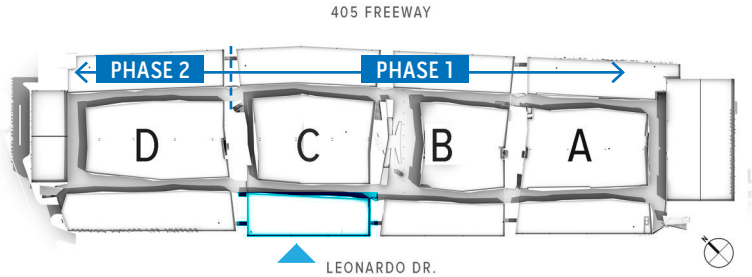


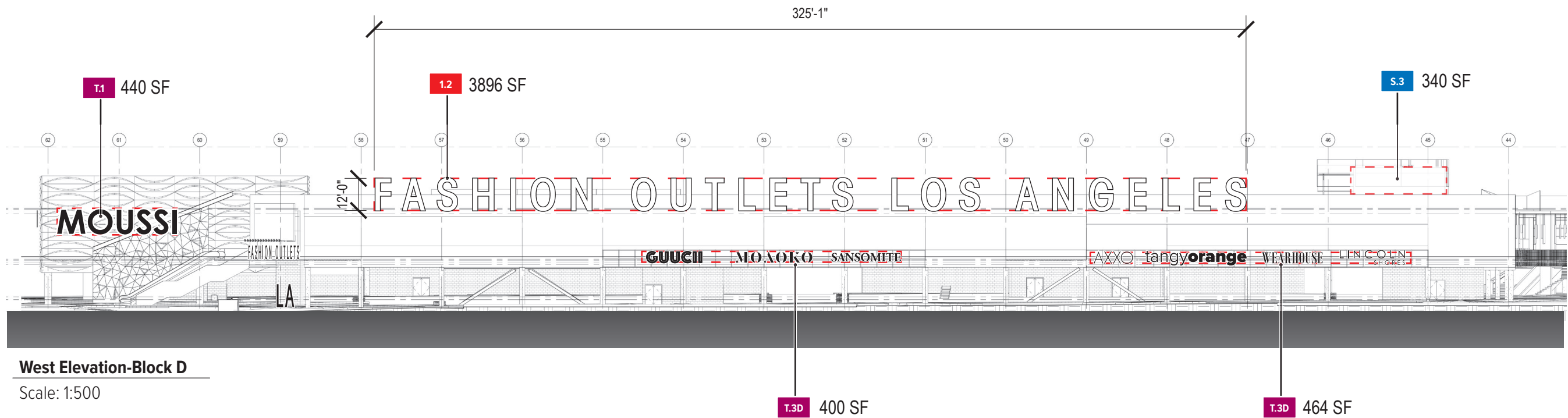
LEONARDO FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2985 FT - WALL LENGTH: +/- 330 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
T.3A	WEST FACING TENANT SIGNAGE	2	464	928	4,752
			SUB TOTAL:	928	4,752



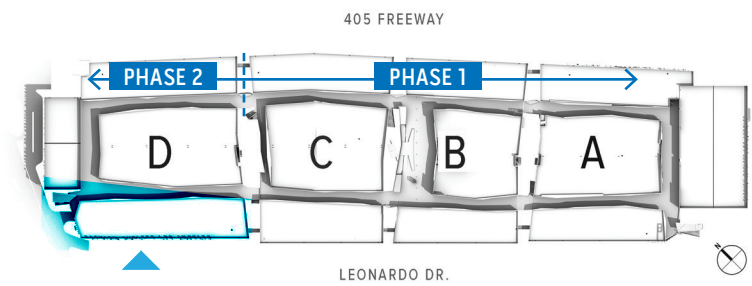


LEONARDO FACING: AREA TABULATIONS

OVERALL PROPERTY LENGTH: 2985 FT - WALL LENGTH: +/- 540 FT

All signage shown is for allowable area and not a representation of the final signage by tenant

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.2	WALL MOUNTED BUILDING ID SIGN	1	3,896	3,896	3,960
T.1	PRIMARY ANCHOR SIGN	1	440	440	7,776
T.3D	WEST FACING TENANT SIGNAGE	2	464	928	INCLUDED ABOVE
S.3	STATIC AD (10X34)	2	340	680	680
			SUB TOTAL:	5,944	12,416



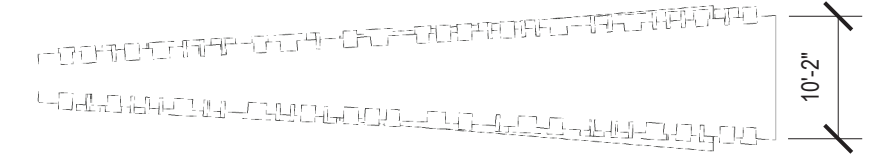
CUMULATIVE SIGN TYPE AREA TABULATION

SIGNS NOT SHOWN IN ELEVATION SHEETS:

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.3	CORNER ID MONUMENT (SHEET 3.6)	4	141	564	1,236
			SUB TOTAL:	564	1,236

SHEET	AREA DESCRIPTION	SIGNAGE AREA	SPECIFIC PLAN ALLOWABLE AREA
2.1	405 FACING EAST-BLOCK A	6,464	12,936
2.2	405 FACING EAST-BLOCK B	1,608	5,432
2.3	405 FACING EAST-BLOCK C	4,016	8,804
2.4	405 FACING EAST-BLOCK D	3,248	9,224
2.5	NORTH FACING DEL AMO	4,999	11,223
2.6	SOUTH FACING 405 OFF RAMP	3,872	9,520
2.7	LEONARDO FACING WEST-BLOCK A	2,495	9,335
2.8	LEONARDO FACING WEST-BLOCK B	1,608	5,432
2.9	LEONARDO FACING WEST-BLOCK C	928	4,752
2.10	LEONARDO FACING WEST-BLOCK D	5,944	12,416
		SUB TOTAL:	89,074
		PROPOSED TOTAL (SUBTOTAL ABOVE + 564)	90,310
		(ORDINANCE NO. 11-1469, APRIL 5, 2011) APPROVED SIGN AREA	21,004
		PROPOSED EXCESS SIGN AREA	90,310
		*ADDITIONAL HWY PYLONS (1.1A-BY OTHERS)	N/A

NOTE: ONLY THE FOLA PYLON INCLUDED IN THESE TABULATIONS ALL OTHER HWY PYLONS ARE EXCLUDED



2 Plan
Scale: 1/16" = 1'-0"



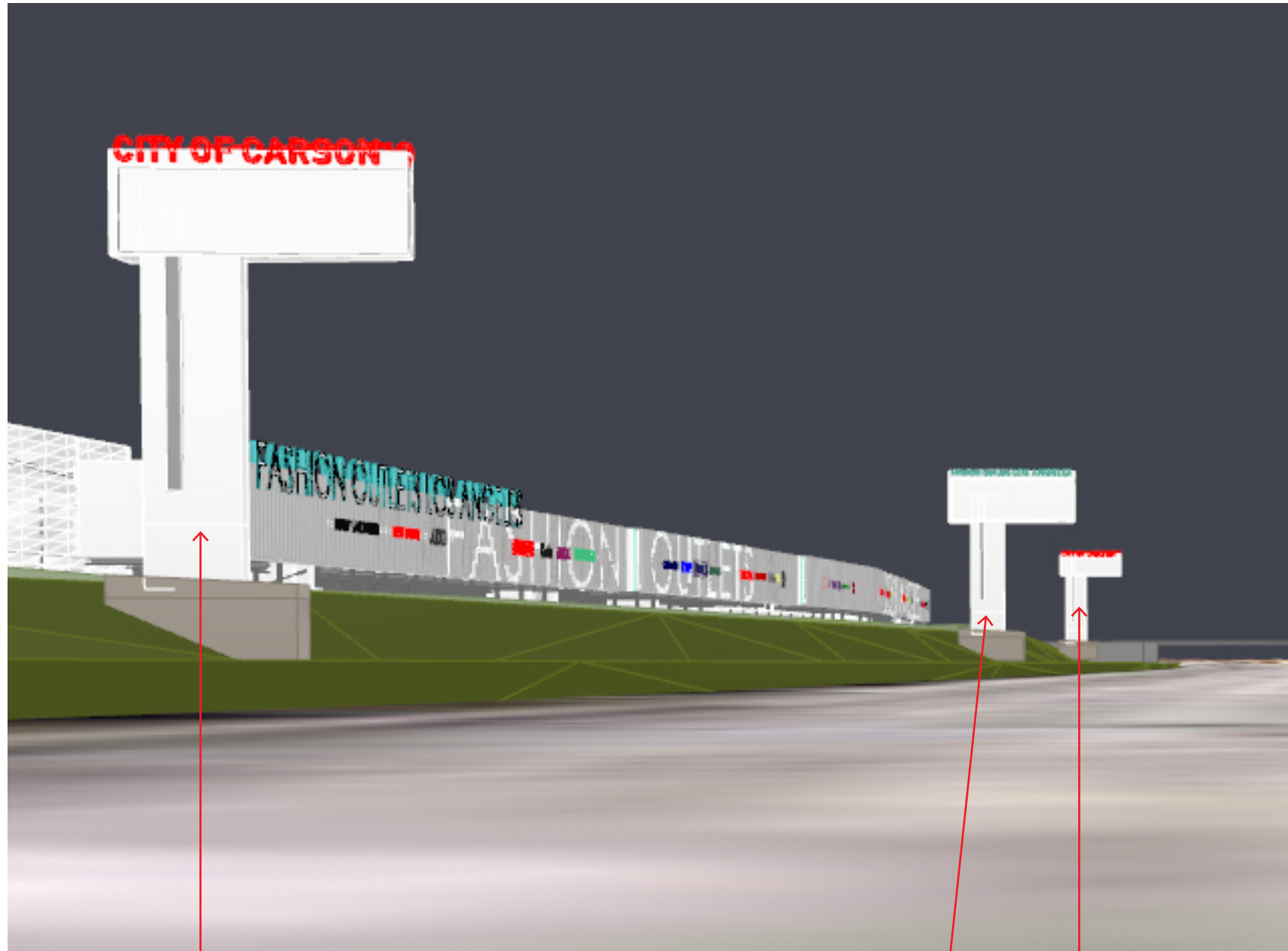
20' x 60' LED DISPLAY
Total Sign Area:
1544 sf/side
3088 sf



1 Elevation
Scale: 1/16" = 1'-0"

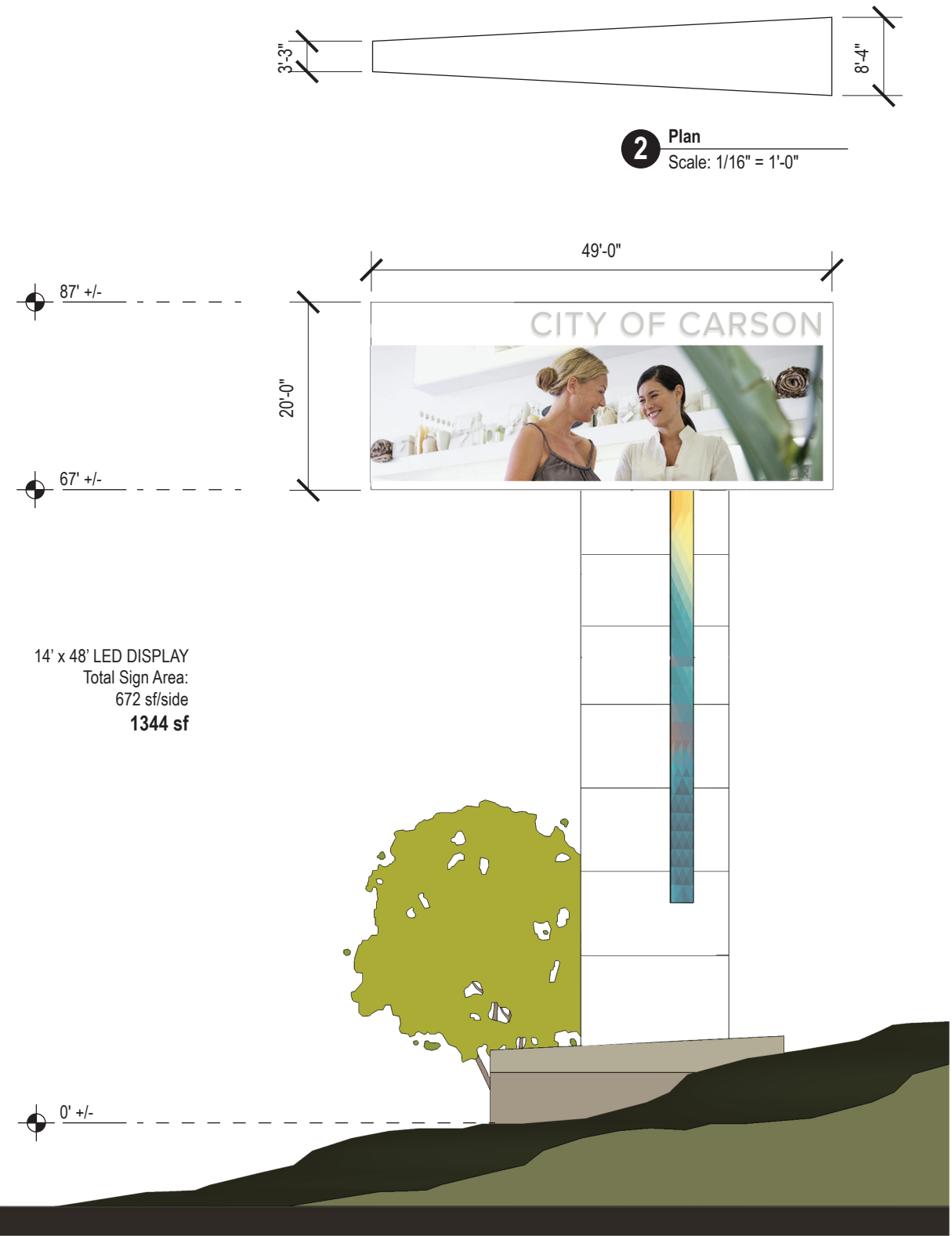
CONCEPTUAL DESIGN

SCHEME A: 405 FREEWAY LOOKING NORTHBOUND



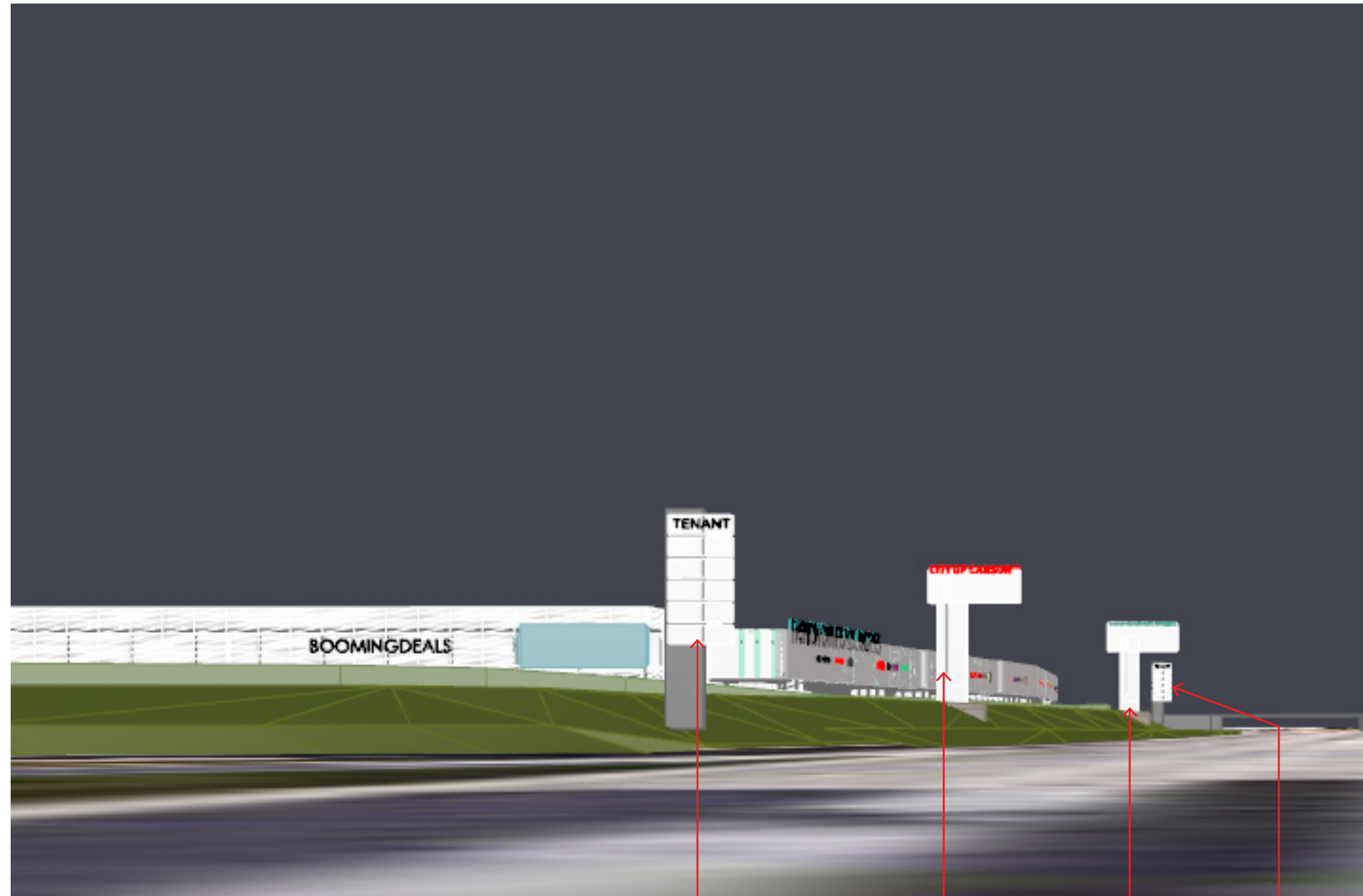
CARSON PYLON
(BY OTHERS)

FOLA PYLON CARSON PYLON
(BY OTHERS)



CONCEPTUAL DESIGN

SCHEME B: 405 FREEWAY LOOKING NORTHBOUND

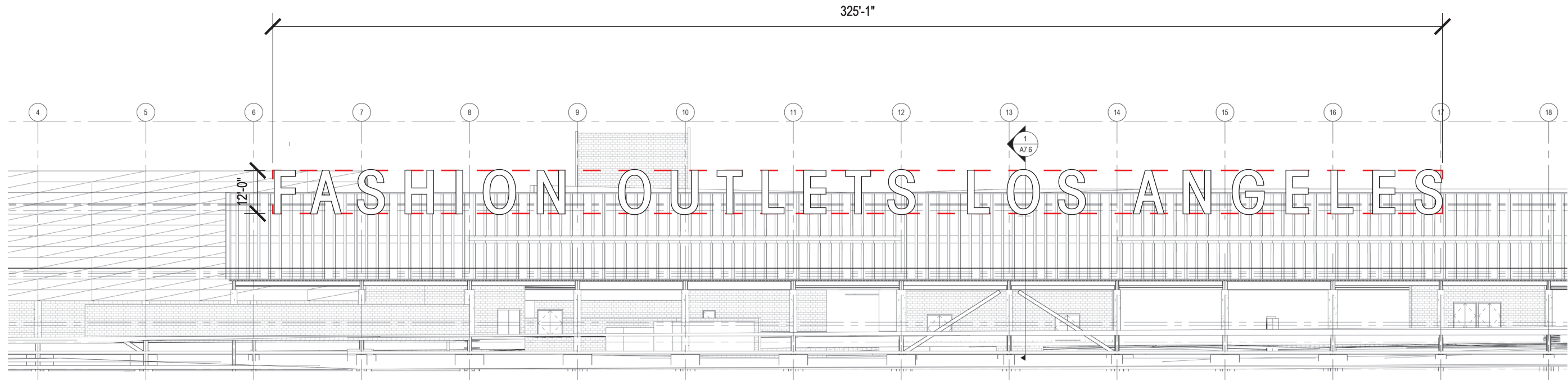


TENANT PYLON
(BY OTHERS)

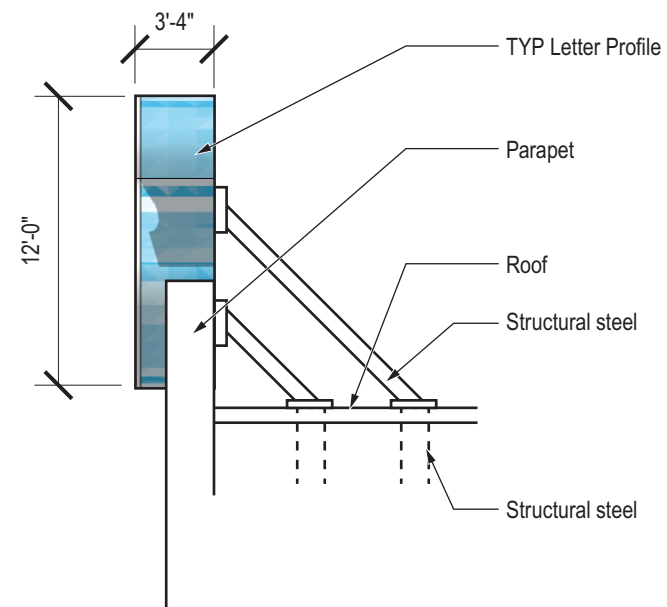
CARSON PYLON
(BY OTHERS)

FOLA PYLON

TENANT PYLON
(BY OTHERS)



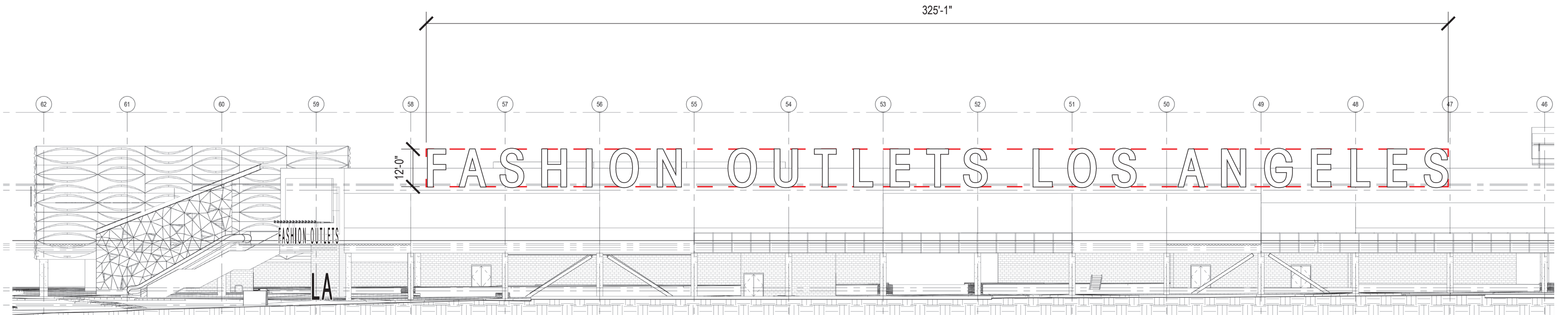
3 East Elevation-Block A
Scale: 1" = 30'



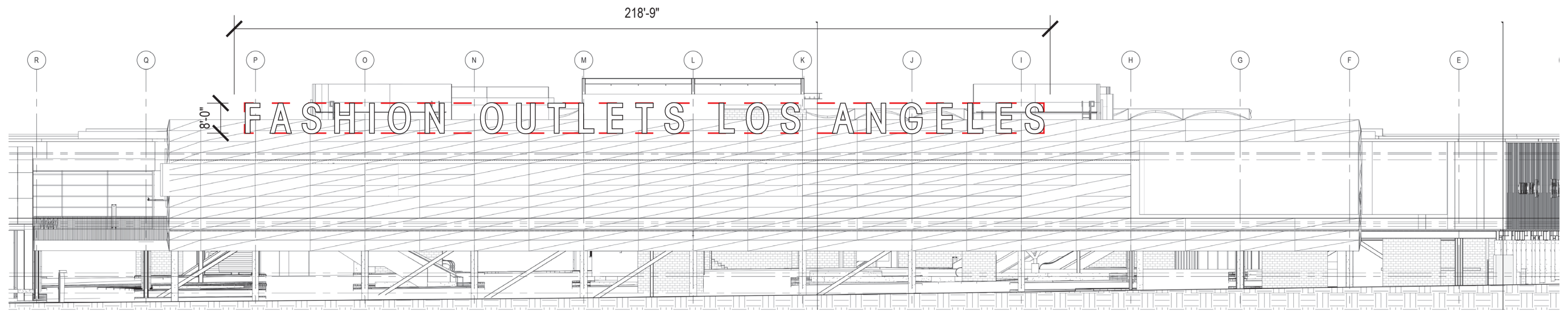
2 End View
Scale: 1/8" = 1'-0"



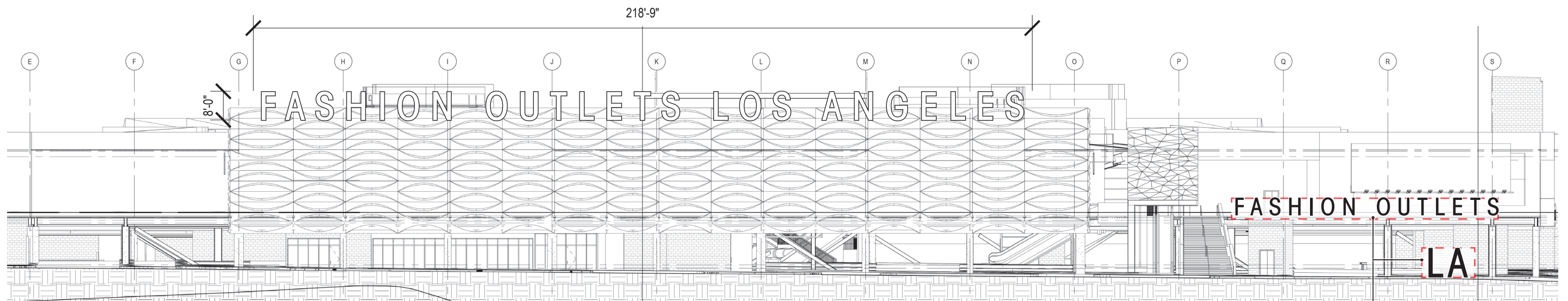
1 Perspective
Scale: NTS



3 West Elevation-Block D
Scale: 1" = 30'

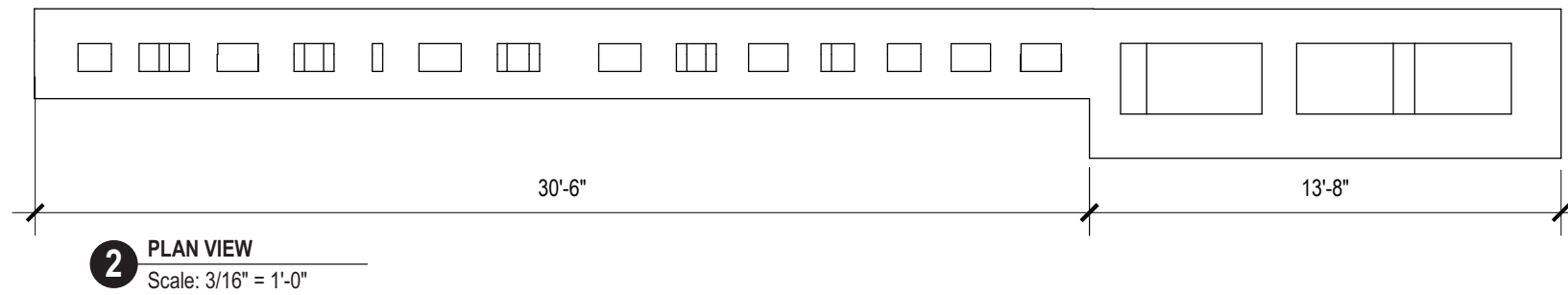
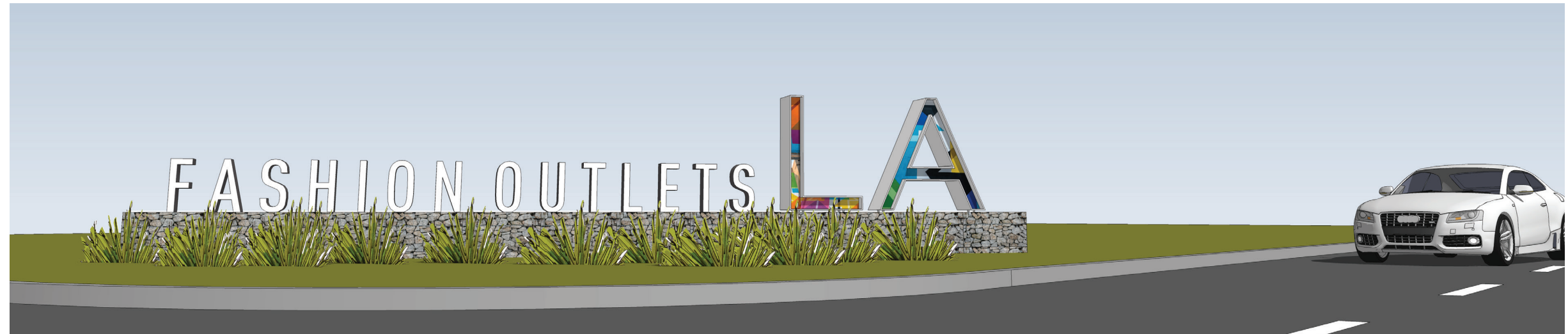


2 South Elevation
Scale: 1" = 30'



1 North Elevation
Scale: 1" = 30'

1.4



SIGN TYPE AREA TABULATION

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.3	CORNER MONUMENT	4	141	564	1,236
SUB TOTAL:				564	1,236



1 ELEVATION
Scale: 3/16" = 1'-0"

1.3: CONCEPTUAL DESIGN

SIGN TYPE AREA TABULATION

SIGN TYPE	DESCRIPTION	QTY	AREA	SUB-TOTAL	SPECIFIC PLAN ALLOWABLE AREA
1.4	VBUILDING MOUNTED AND FREE STANDING LETTERS	2 SETS	455	910	910
			SUB TOTAL:	910	910

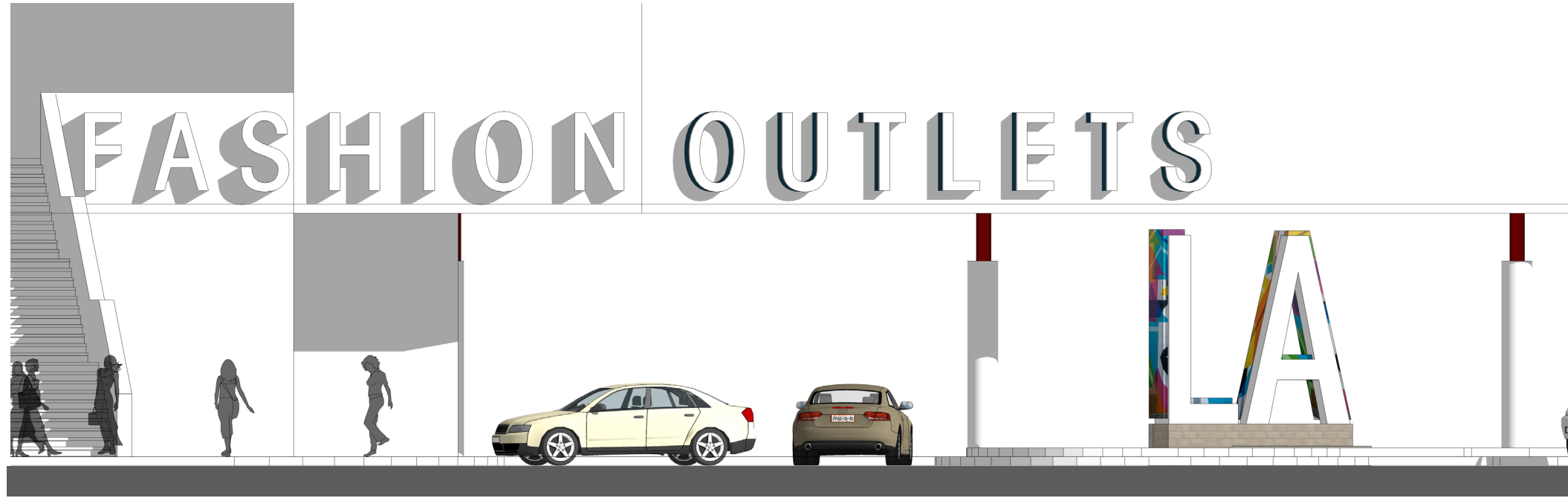


Building surface mounted project name letters; "FASHION" letters mounted west elevation; "OUTLETS" letters mounted to corner south west elevation surface

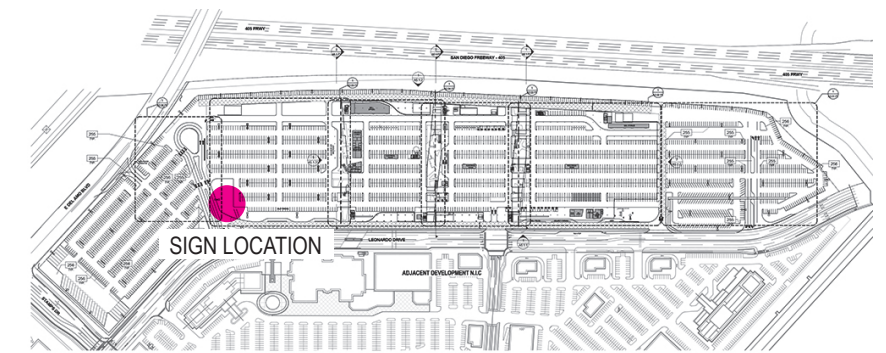


1 South Entry
Scale: 1/8" = 1'-0"

1.4: CONCEPTUAL DESIGN

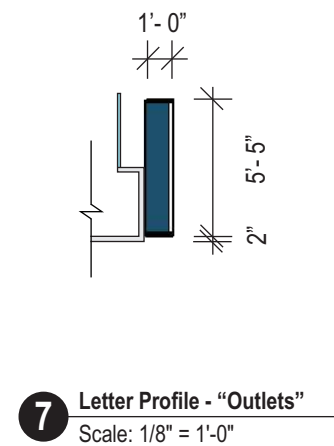
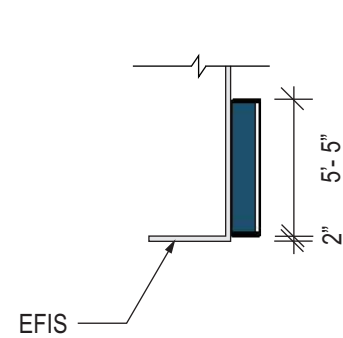
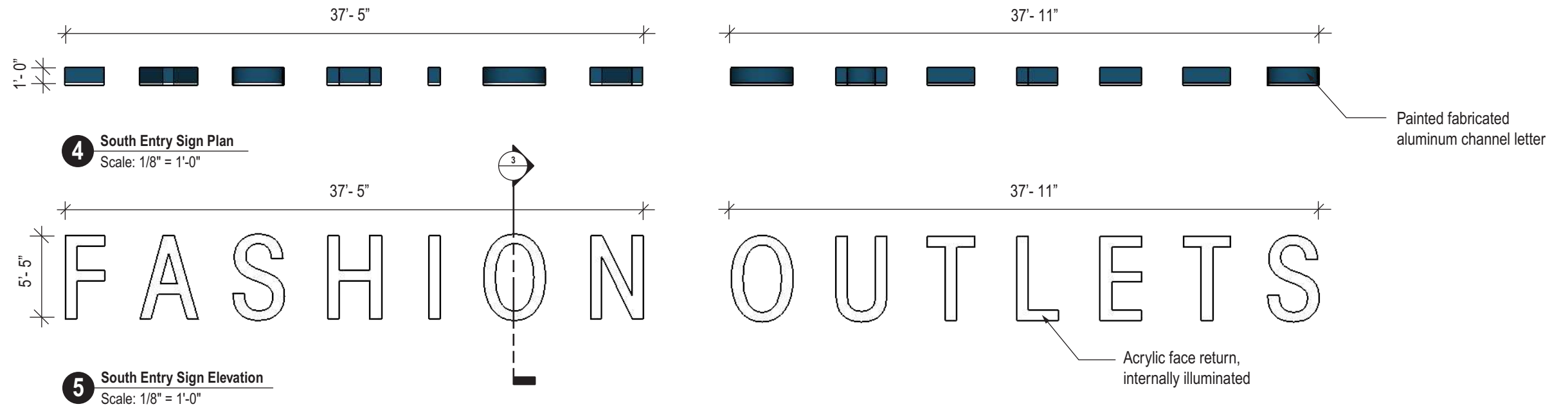


2 North Entry
Scale: 1/8" = 1'-0"

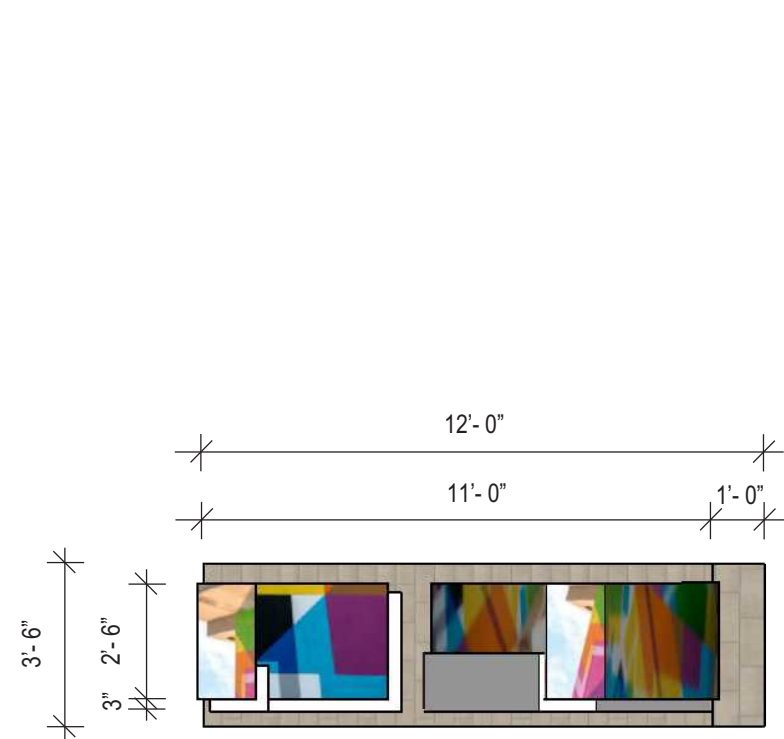


KEY PLAN

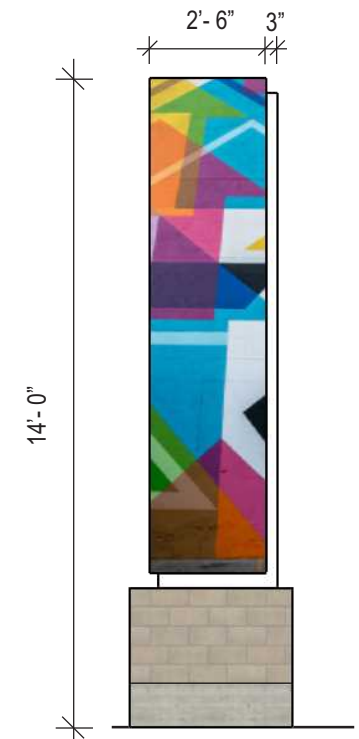
1.4: CONCEPTUAL DESIGN



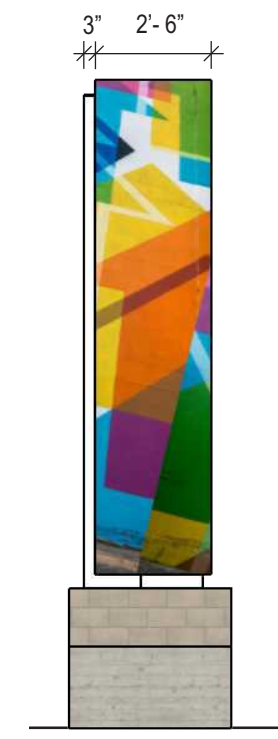
1.4: CONCEPTUAL DESIGN



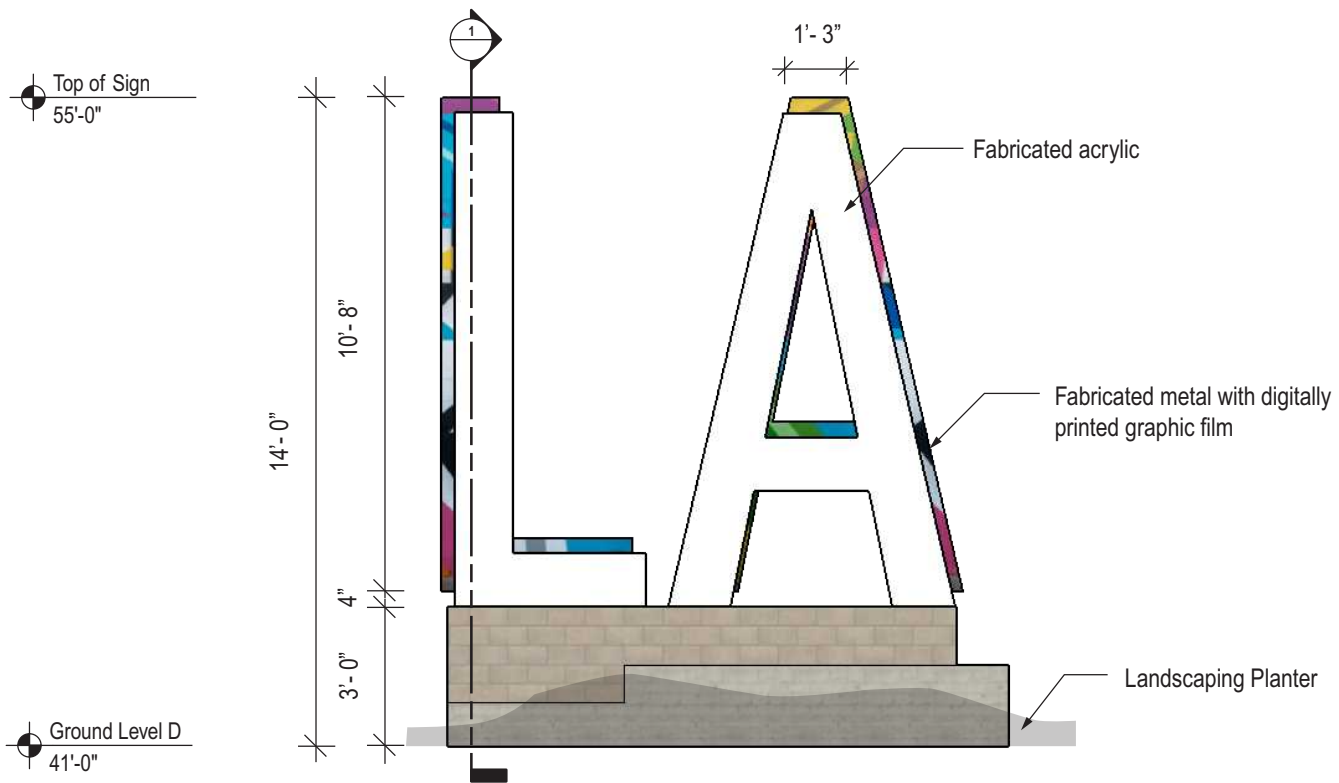
1 Plan
Scale: 1/4" = 1'-0"



2 Left Elevation
Scale: 1/4" = 1'-0"



3 Right Elevation
Scale: 1/4" = 1'-0"

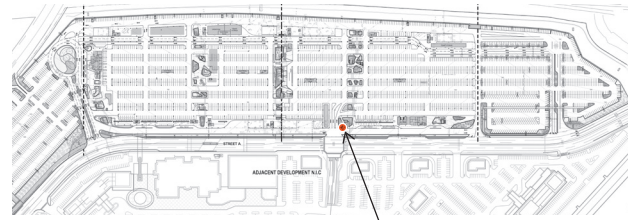


4 Elevation
Scale: 1/4" = 1'-0"

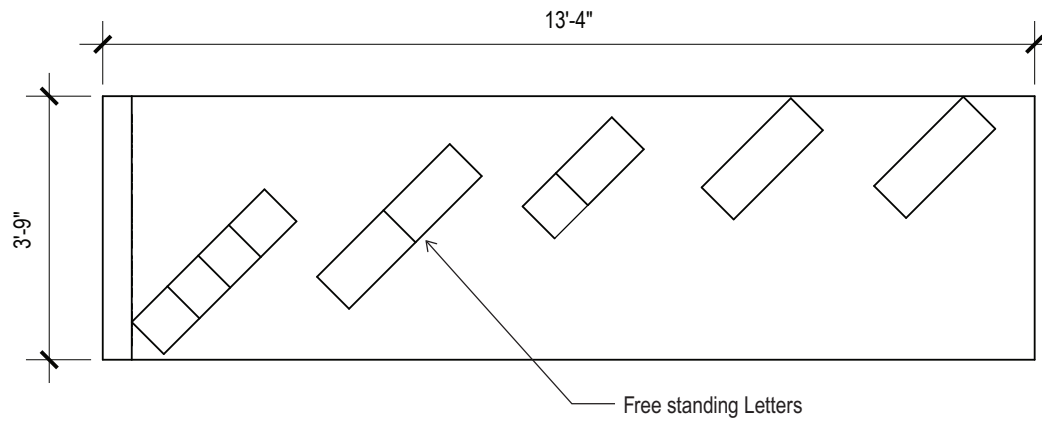


5 Perspective

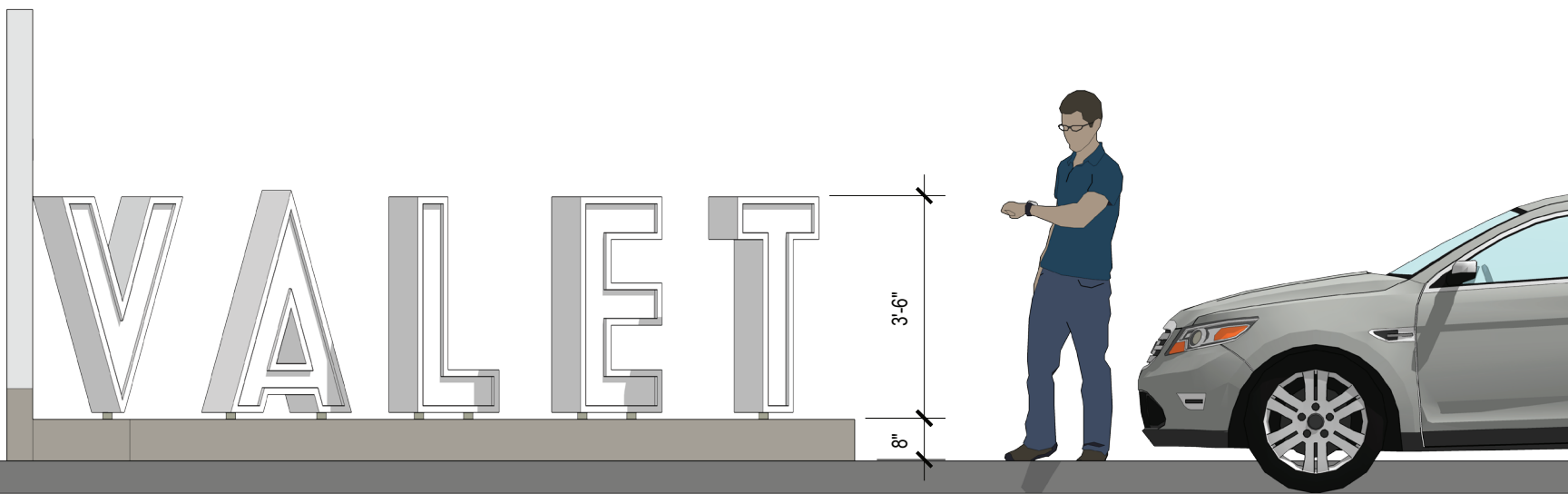
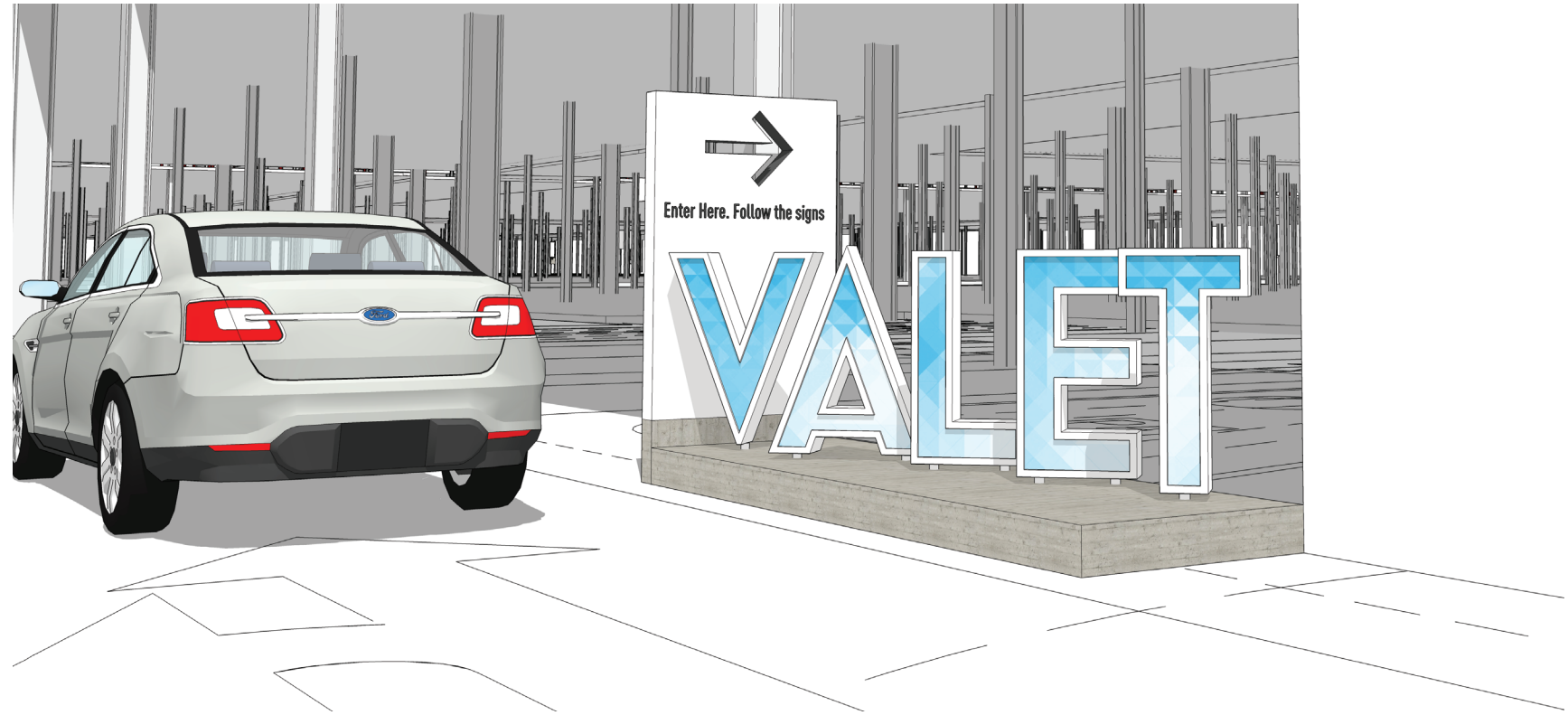
1.4: CONCEPTUAL DESIGN



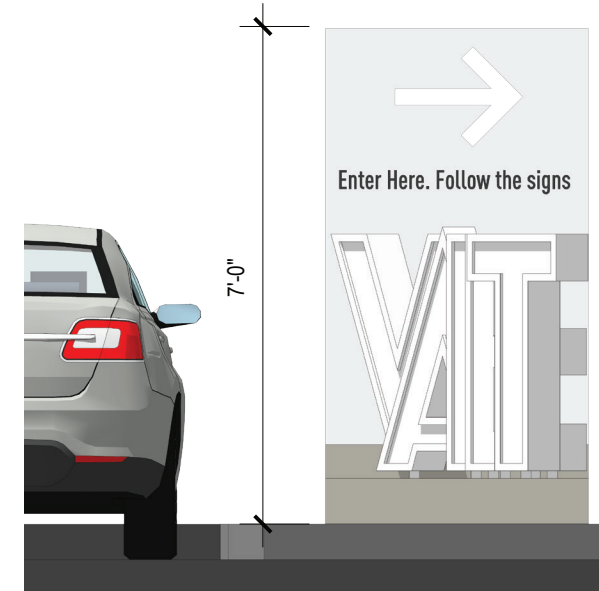
PROPOSED LOCATION



2 PLAN
Scale: 3/8" = 1'-0"



1 ELEVATION
Scale: 3/8" = 1'-0"



3 ELEVATION
Scale: 3/8" = 1'-0"

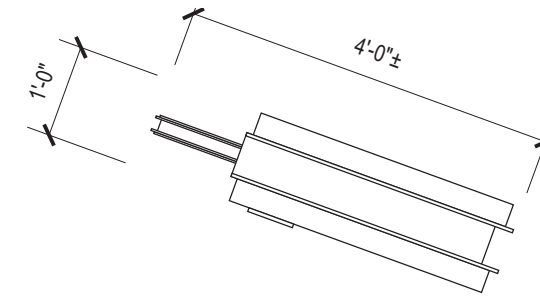
CONCEPTUAL DESIGN



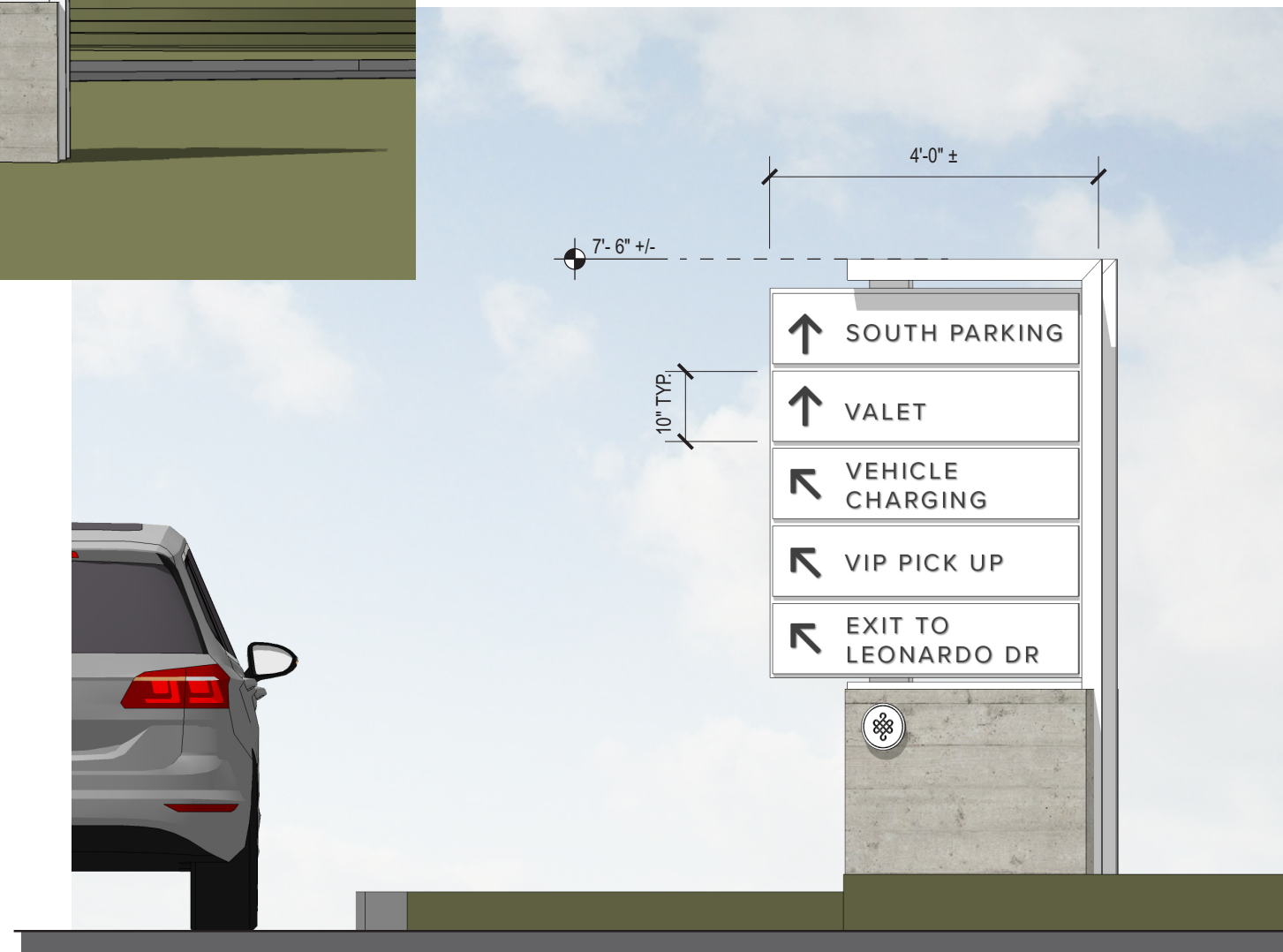
1 Perspective View
Scale: NTS



2 Perspective View
Scale: NTS

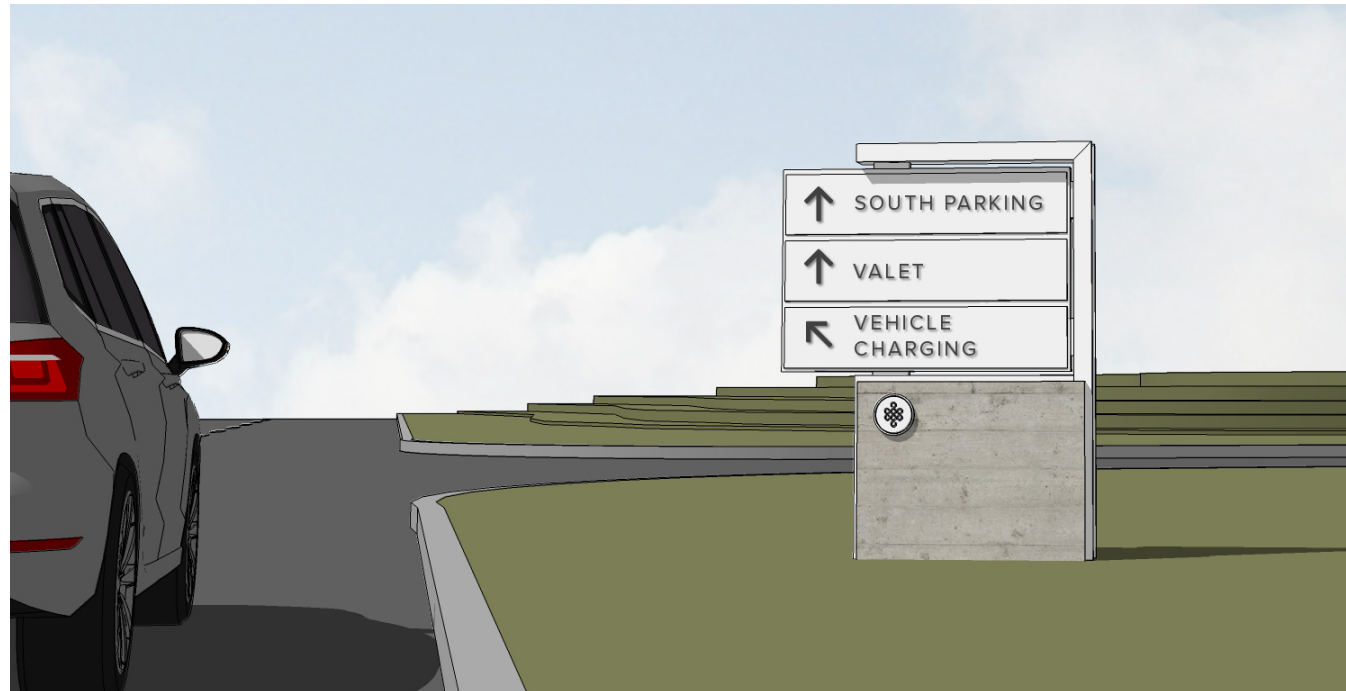


3 Plan View
Scale: 1/2" = 1'-0"

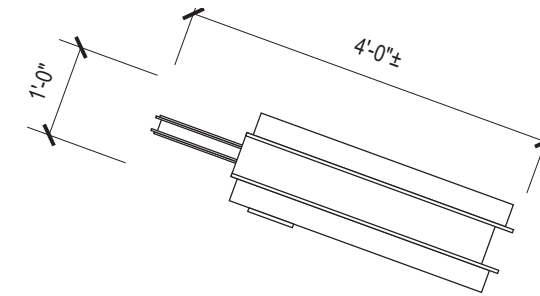


4 Elevation
Scale: 1/2" = 1'-0"

2.1: CONCEPTUAL DESIGN



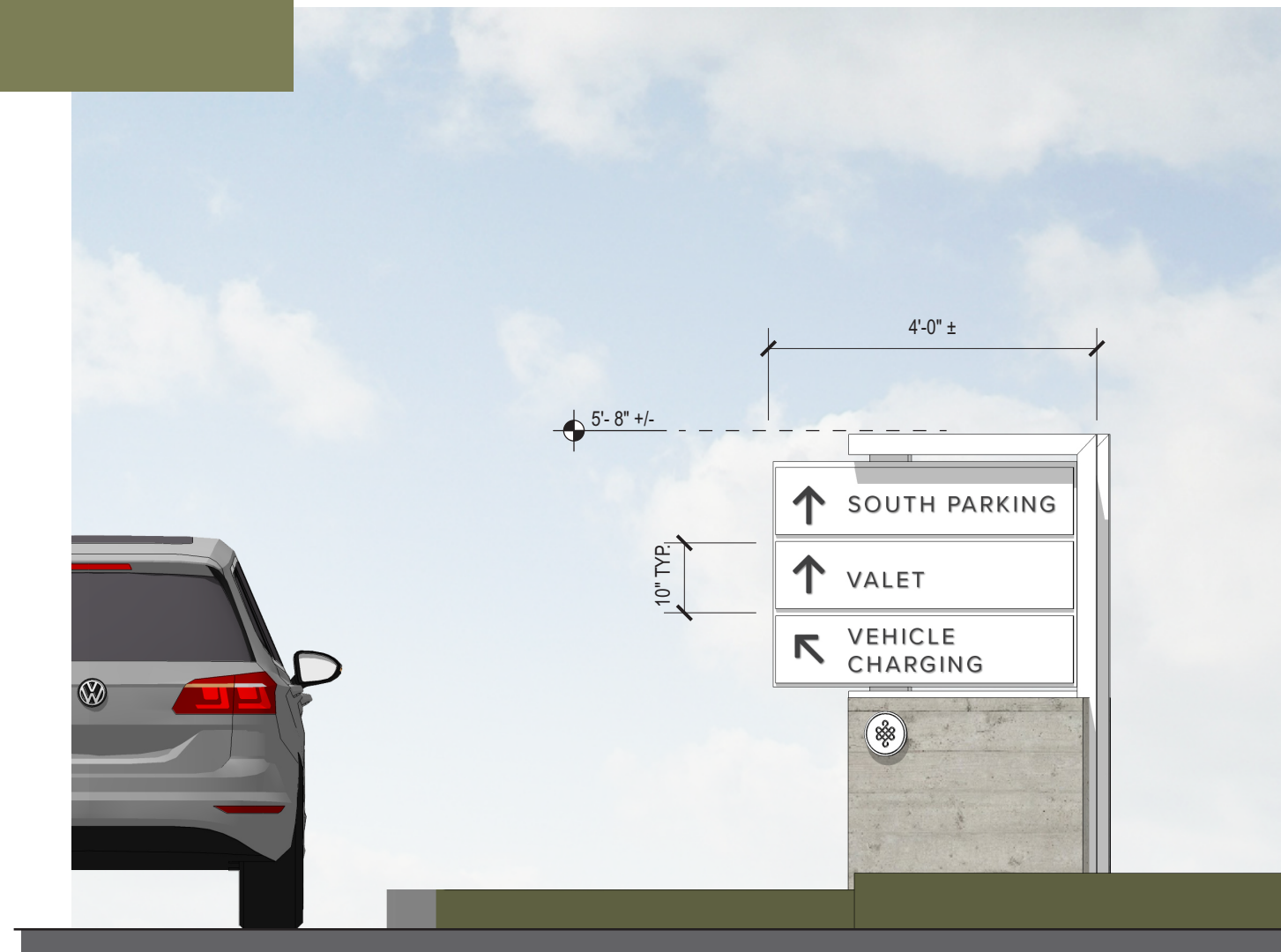
1 Perspective View
Scale: NTS



3 Plan View
Scale: 1/2" = 1'-0"

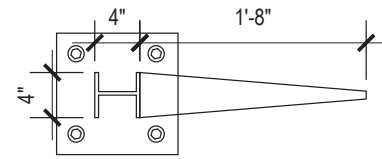


2 Perspective View
Scale: NTS

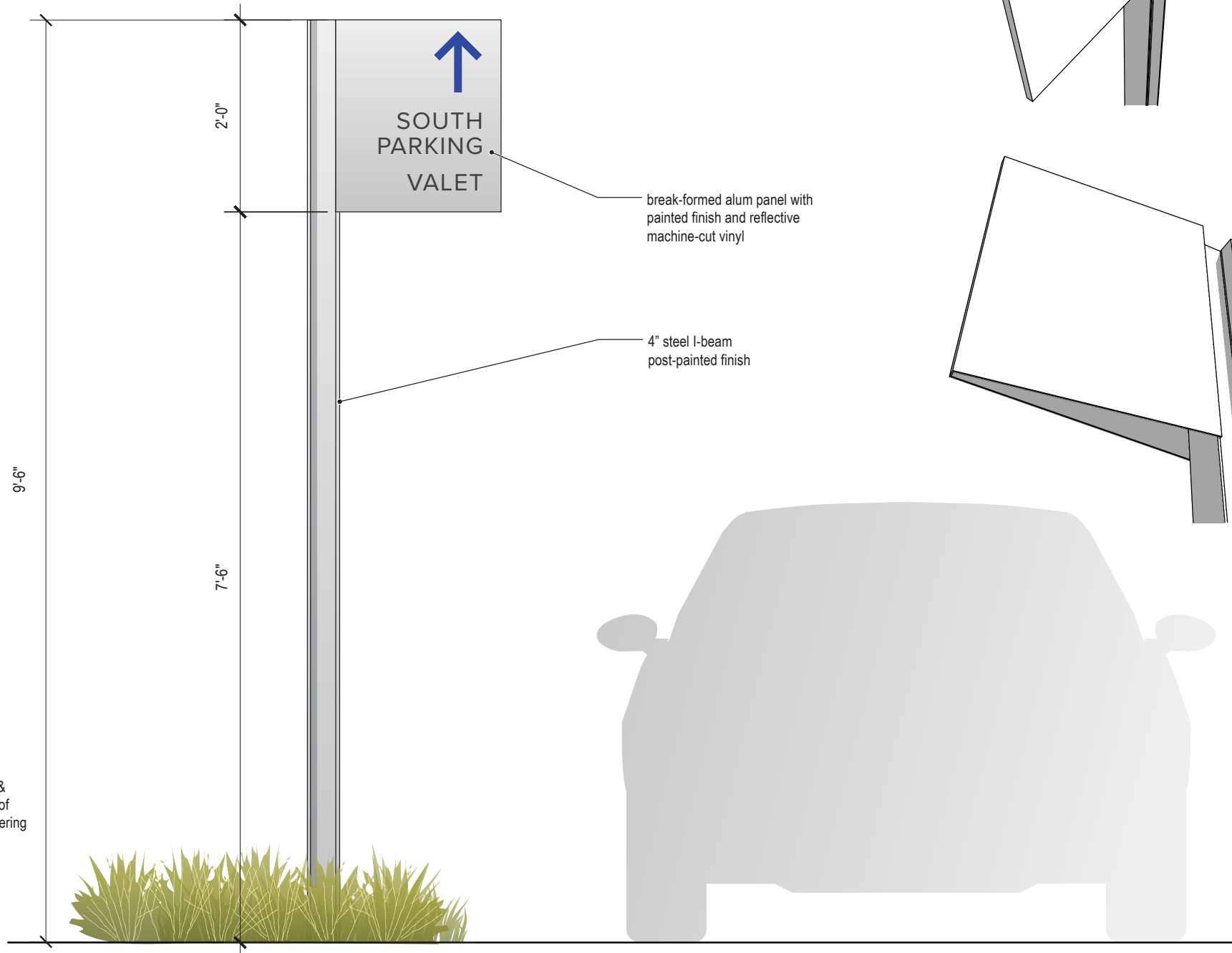
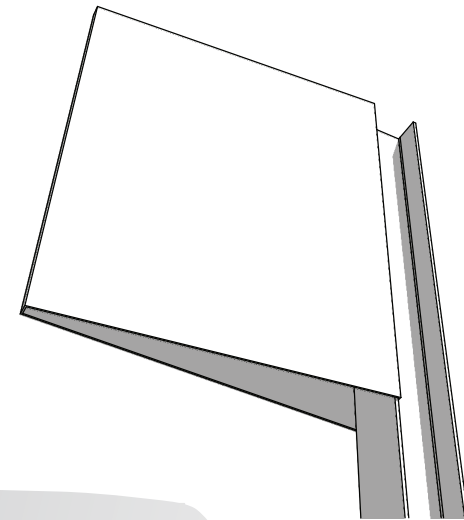
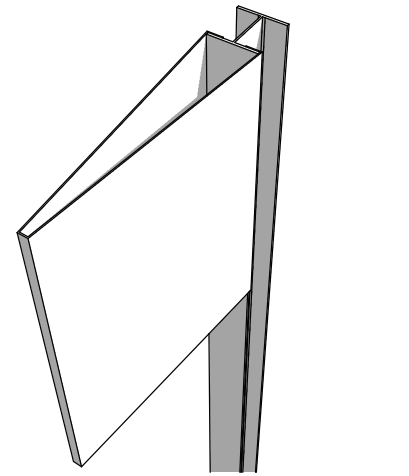


4 Elevation
Scale: 1/2" = 1'-0"

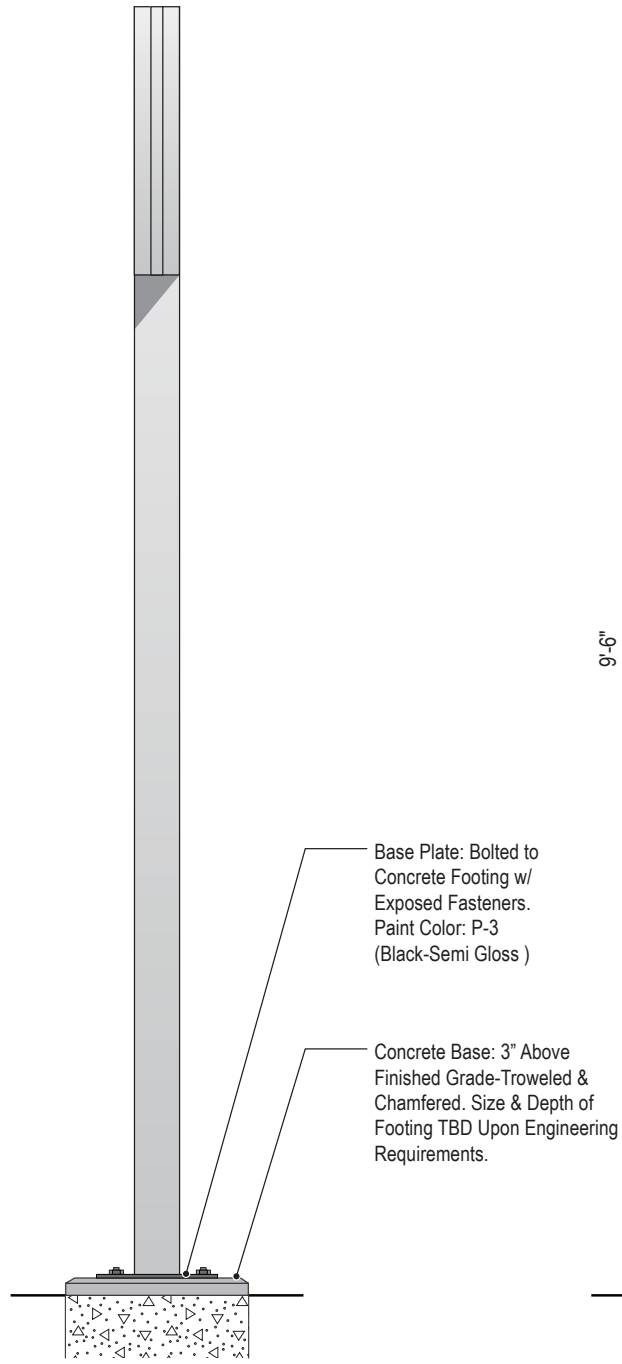
2.2: CONCEPTUAL DESIGN



3 Plan View
Scale: 3/4" = 1'-0"



1 Elevation
Scale: 3/4" = 1'-0"



2 End View
Scale: 3/4" = 1'-0"

2.3: CONCEPTUAL DESIGN

NOTE:

**REFER TO MACERICH
STANDARD 2-SIDED
EXTERIOR VERTICAL**

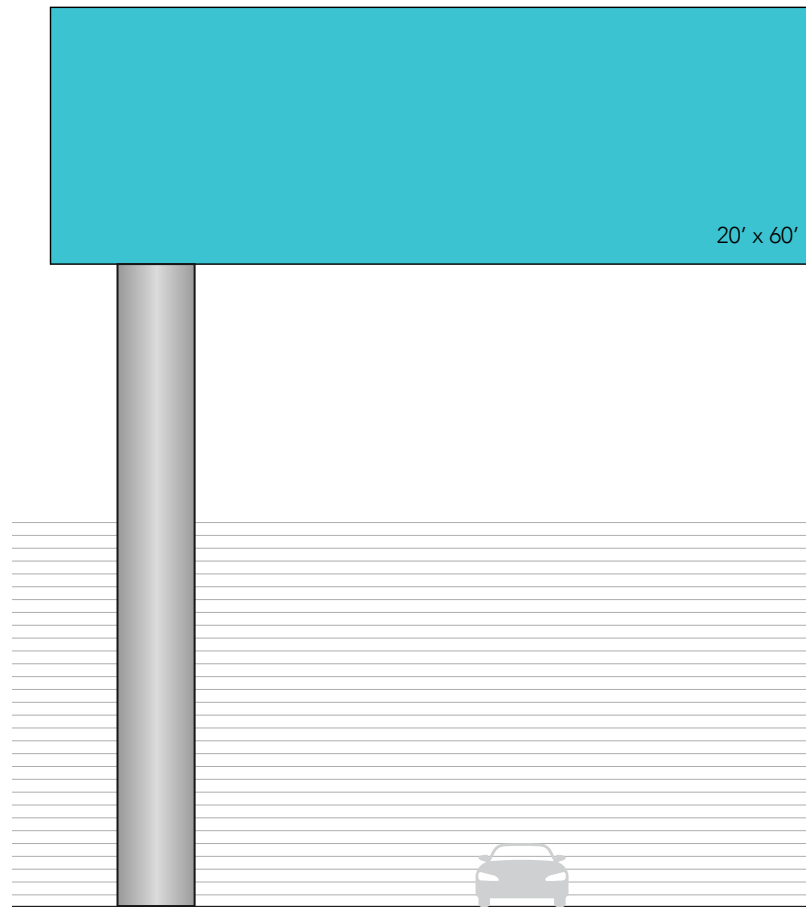


SIDE

- 11** DOUBLE-SIDED INTERACTIVE KIOSK
(2) 65" LCD



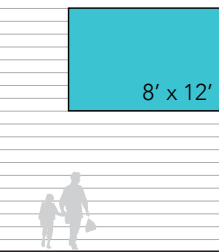
- LIP** MEDIA HYDRANT



- D1** HIGHWAY DISPLAY
LED: 16mm (Pylon Only, Future Digital Only When Approved)



SIDE



- D2** BULKHEAD LED DISPLAY
6mm



- S1** STATIC HIGHWAY DISPLAY
Front-Lit (Future 16mm Digital)



- S2** STATIC DISPLAY
Front-Lit (May be Future 8mm Digital - See Asset List)



- S3** ROOF MOUNTED
STATIC DISPLAY
Front-Lit



- S4** STATIC PARKING DISPLAY
Front-Lit

Parcel Details

- Property records are kept at the Headquarters Office
- How frequently is this site updated? (and other FAQs)

Property Information

Assessor's ID No: 7336-010-903
 Address: Address Not Available
 Property Type: Vacant Land
 Region / Cluster: 28 / 28605
 Tax Rate Area (TRA): 01085

[View Assessor Map](#)
[View Index map](#)

Recent Sales Information

Latest Sale Date:
 Indicated Sale Price:
[Search for Recent Sales](#)

2016 Roll Values

Recording Date: 05/20/2015
 Land: \$0
 Improvements: \$0
 Personal Property: \$0
 Fixtures: \$0
 Homeowners' Exemption: \$0
 Real Estate Exemption: \$0
 Personal Property Exemption: \$0
 Fixture Exemptions: \$0

Tax bill payment information for 2016/17, as well as any changes to the 2016 Roll Values will be available after September 30, 2016

[Estimate supplemental taxes](#)

Property Boundary Description

P M 377-76-89 LOT 1

Building Description

Recent Parcel Change Activity

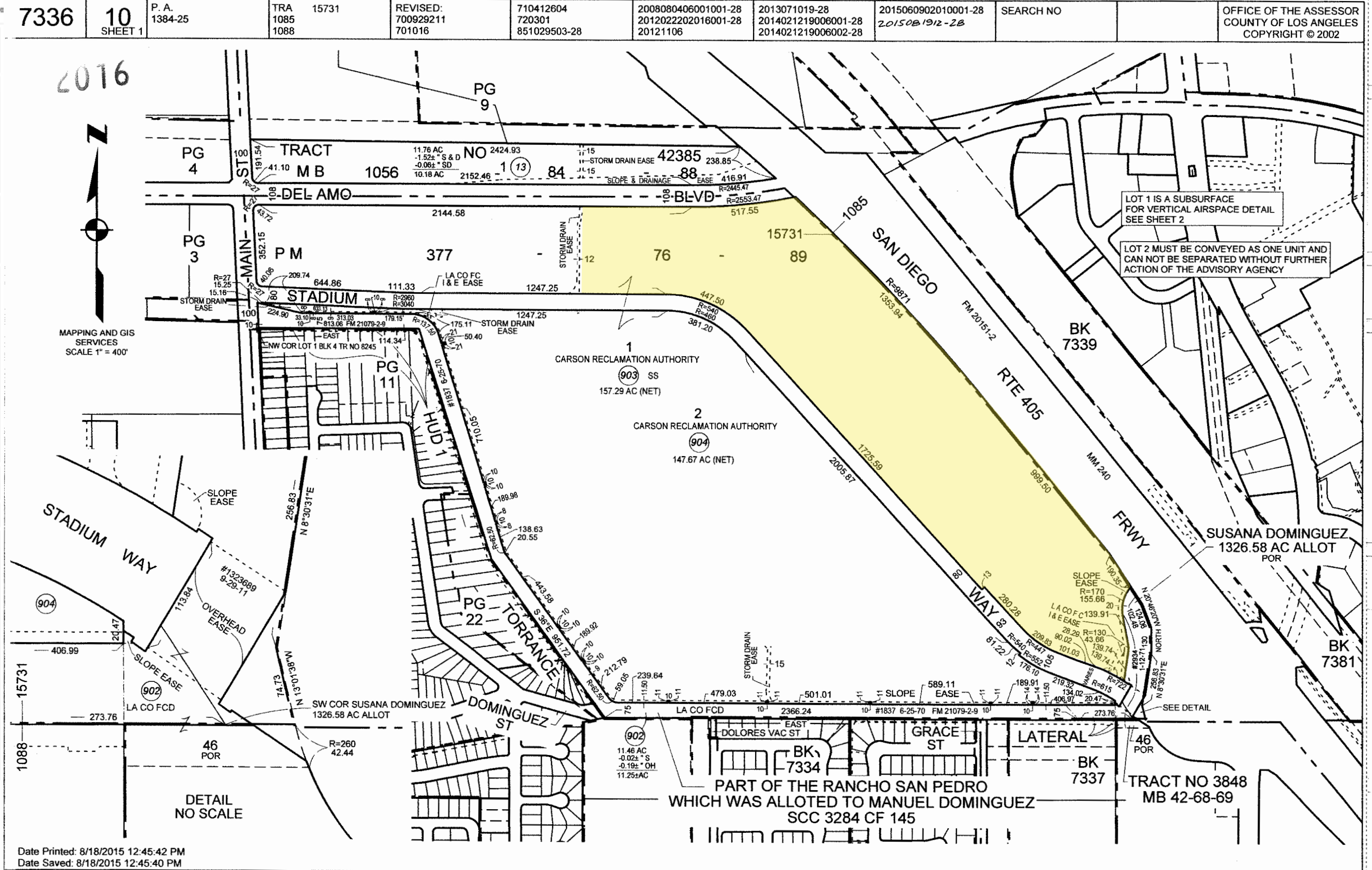
To assist in continuous navigation between the parcel changes, the following parcel change information is also provided under Recent Parcel Change Activity at the bottom (scroll down) of a parcel's own Parcel Detail.

Depending upon the Effective and/or Completion Date of the parcel change, information on individual AINs may no longer (or not yet) be available online.

- Parcel Display and Detail are available
- Parcel Detail only (no Parcels Display)
- Parcels Display only (no Parcel Detail)
- Recent Parcel Change Activity only

Creation of AIN: 7336-010-903

Effective Date: 05/20/2015
 Status: Completed 07/19/2015
 # old AINs: 1
 # new AINs: 1



Date Printed: 8/18/2015 12:45:42 PM
 Date Saved: 8/18/2015 12:45:40 PM

Code Calculations are based on:
 1. LA County Title 22 Sign Regulations
 2. Caltrans Requirement

LA County Regulations:

22.114.130 Freeway-Oriented Business Signs

- A. Applicability.**
Roof and freestanding business signs are permitted in Zones C-H, C-1, C-2, C-3, C-M, C-R, M-1, M-1.5, M-2, M-2.5, M-3, and R-R.
- B. General Requirements.**
 - 2. Frontage. Signs are permitted on a lot having a street, highway, or parkway frontage that has:
 - a. A continuous distance of 100 feet or more
 - 3. Multiple Signs.
 - a. Roof and freestanding signs are permitted in any combination, provided that the sum of the sign areas will not exceed the maximum permitted sign area established herein for a specific frontage or combination of frontages
- E. Location.**
 - 1. Freeway. The sign shall be located:
 - a. Within 660 feet of the edge of the right-of-way of a freeway. This distance shall be measured horizontally along a line normal or perpendicular to the center of such freeway

22.114.140 Outdoor Advertising Signs

- A. Applicability.**
Outdoor advertising signs are permitted in Zones M-1, M-1.5, M-2, and M-3 in accordance with this Section.
- C. Conditional Use Permit.**
A Conditional Use Permit (Chapter 22.158) application shall be required for outdoor advertising signs.
- E. Area.**
The total sign face of such signs shall not exceed 800 square feet.
- H. Prohibited.**
 - 1. Signs shall not have a message face visible from and within a distance of 660 feet of the edge of right-of-way of a freeway or scenic highway, measured horizontally along a line normal or perpendicular to the centerline of such freeway or scenic highway, if designed to be viewed primarily by persons traveling thereon;

22.114.090 Wall Business Signs

- A. Applicability.**
Wall business signs are permitted in Zones C-H, C-1, C-2, C-3, C-M, C-R, M-1, M-1.5, M-2, M-2.5, M-3, and R-R.
- C. Area.**
In Zones C-2, C-3, C-M, C-R, M-1, M-1.5, M-2, M-2.5, and M-3; a maximum of three square feet of wall sign area for each one linear foot of building frontage.

22.114.110 Roof and Freestanding Business Signs

- A. Applicability.**
Roof and freestanding business signs are permitted in Zones C-H, C-1, C-2, C-3, C-M, C-R, M-1, M-1.5, M-2, M-2.5, M-3, and R-R.

22.114.120 Roof and Freestanding Business Signs for Lots with Special Circumstances

- A. Applicability.**
Roof and freestanding business signs for lots with special circumstances are permitted in accordance with Section 22.114.110
- C. Signs on Combined Frontage.**

Zones	Maximum Sign Area
C-H, C-1, R-R	0.5 square feet of sign area for each one foot of street or highway frontage.
C-2, C-3, C-M, C-R, M-1, M-1.5, M-2, M-2.5, M-3	1.5 square feet of sign area for each one foot of street or highway frontage.

22.114.100 Projecting Business Signs

- A. Applicability.**
Projecting business signs are permitted in the same zones as wall business signs.
- B. General Requirements.**
 - 1. Multiple Signs. A projecting business sign is not permitted on the same lot as a roof or freestanding business sign for the same business.

22.114.190 Temporary Signs

Zones	Maximum Number of Signs	Maximum Area for Street Frontage of 100 Feet or Less	Maximum Area for Street Frontage Over 100 Feet
R-1, R-2, R-3, R-4, R-A, A-1, A-2, O-S, W	1 wall-mounted or freestanding sign	6 square feet per sign area or 12 square feet total sign area	32 square feet per sign area or 64 square feet total sign area
C-H, C-1, C-2, C-3, C-M, C-R, M-1, M-1.5, M-2, M-2.5, M-3, B-1, R-R, P-R, SR-D	1 wall-mounted or freestanding sign	48 square feet per sign area or 96 square feet total sign area	48 square feet plus 0.5 square feet of sign area for every 1 foot of frontage, up to a maximum of 100 square feet of sign area; or twice the permitted area in total sign area

Code Calculations are based on:
 1. LA County Title 22 Sign Regulations
 2. Caltrans Requirement

Caltrans Regulations:

Outdoor Advertising Permit Requirements:

In order for an outdoor advertising display application to be considered for a permit adjacent to an Interstate or primary highway the following criterion must be met:

Display Location

- Must be outside the right of way of any highway.
- Must be outside of any stream, or drainage channel.
- There must be an existing business activity within 1000 feet of proposed display location on either side of the highway.
- Location of property where display is to be placed must be zoned industrial or commercial.
- Must have current property owner consent, in writing, to place the display at desired location.
- Must have written permission (building permit) from the local government having jurisdiction where the display is to be located.
- Location may not be adjacent to a landscaped freeway.
- Location may not be adjacent to a scenic highway.
- If adjacent to a bonus segment of an Interstate freeway, copy, size, and spacing is more restrictive.

Display

- Display must be 500 feet from any other permitted display on same side of any highway that is a freeway.
- Display must be 300 feet from any other permitted display on same side of any primary highway that is not a freeway in an unincorporated area.
- Display must be 100 feet from any other permitted display on same side of any primary highway that is not a freeway and is within the limits of an incorporated city.
- Display must be 500 feet from an interchange; intersection at grade or safety roadside rest if the highway is a freeway and the location is outside the limits of an incorporated city and outside the limits of an urban area.
- An electronic changeable message center display must meet the above spacing requirements and be 1000 feet from another electronic message center display.
- Maximum height for the advertising display area is, 25 feet in height and 60 feet in length, not to exceed an overall maximum of 1200 square feet.

Reference

www.dot.ca.gov/trafficops/oda/permit.html