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**City Clerk's Office**

City of Irvine, One Civic Center Plaza, P.O. Box 19575, Irvine, California 92623-9575 (949) 724-6205

July 14, 2010

Dear Candidate:

At its meeting of July 13, 2010 the City Council adopted a Pledge of Voluntary Political Sign Practices. The purpose of the voluntary pledge is to reduce the proliferation of temporary campaign signs in the public rights-of-way in advance of municipal elections, thereby preserving the City's aesthetics and public safety.

Under the City's Zoning Ordinance, temporary political signs must be removed within 10 days following an election. The ordinance does not, however, limit the placement of political campaign signs to a specific time period prior to an election. The adopted voluntary pledge would restrict placement of political signs to no more than 60 calendar days prior to an election, or no sooner than September 3, 2010 prior to the November 2, 2010 General Municipal Election. To ensure equal participation in the electoral process, candidates that subscribe to the voluntary pledge may willingly withdraw at any time.

Should you choose to endorse the Pledge of Voluntary Political Sign Practices, you may file it at the same time as your nomination papers.

Please call me at (949) 724-6205 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Sharie Apodaca".

Sharie Apodaca  
City Clerk

Attachment:

1. Pledge of Voluntary Political Sign Practices
2. City of Irvine Zoning Code for Temporary Political Signs



## PLEDGE OF VOLUNTARY POLITICAL SIGN PRACTICES

Temporary political signs are allowed by the City Sign Ordinance and are a protected form of free speech. While temporary political signs in public rights-of-way serve an important purpose prior to and on Election Day, at other times they can also detract from the beauty and safety of the community. Residents and businesses choose the City of Irvine because of its dedication to maintaining the reputation as one of the safest and aesthetically pleasing communities in the country.

**THEREFORE, I SHALL ADHERE VOLUNTARILY TO THE FOLLOWING PROVISIONS:**

- (1) **I SHALL NOT** place or permit the placement of any political campaign sign(s) in public rights-of-way in the City of Irvine more than sixty (60) calendar days prior to an election.
- (2) **I SHALL CONDUCT** my political sign campaign in accordance with the requirements of State and local laws.
- (3) **I SHALL DEFEND AND UPHOLD** the right of every qualified American voter to full and equal participation in the electoral process, including the political sign campaign process.

I, the undersigned, candidate for public office in the State of California or treasurer or chairperson of a committee making any independent expenditures, hereby voluntarily endorse, subscribe to, and solemnly pledge myself to conduct my political sign campaign in accordance with the above principles and practices. At any such time, I can willingly withdraw my obligation to adhere to the voluntary provisions as subscribed hereto. In addition, I have received a copy of the attached City of Irvine Zoning Code provisions for Temporary Political Signs and agree to comply with those regulations at all times prior to and following the election.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date of Election

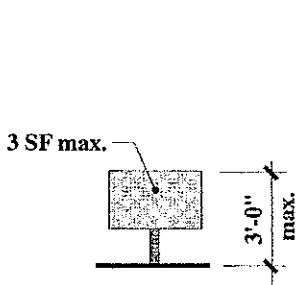
## **City of Irvine Political Sign Regulations Zoning Code Sign Type #107**

The Temporary Political Sign Regulations below must be followed to ensure safety and maintain the aesthetics of our community.

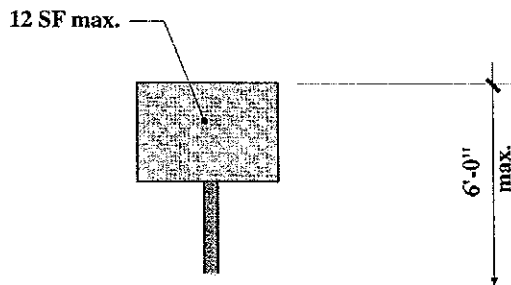
- (1) Political signs may be placed on private property with the permission of the property owner. The maximum area of a sign on private property is 30 square feet. The maximum sign height is 20 feet above grade for a wall sign located on private property.
- (2) Political signs may be placed in the City right-of-way subject to exceptions to ensure public safety (See Zoning Code Sign Type #107 attached hereto).
  - a. Political signs are prohibited from being placed on or in any street median.
  - b. Political signs within City right-of-way must be freestanding and are prohibited from being attached to or placed on City traffic signs, trees or shrubs, and utility cabinets and appurtenances.
  - c. Political signs within City right-of-way shall be placed outside of motorist's sign distance triangles and may not obstruct regulatory signs, traffic signal controllers, or driver's view.
- (3) Political signs may not be placed on City property outside of City right-of-way such as City parks, buildings, facilities or appurtenant landscape areas.
- (4) The maximum area of a sign located in the City right-of-way is 12 square feet when located more than 150 feet from an intersection and 3 square feet when located within 150 feet from an intersection.
- (5) The maximum height of a sign in the City right-of-way is 6 feet above grade when located more than 150 feet from an intersection and 3 feet above grade when located within 150 feet of an intersection.
- (6) A maximum of one sign per corner per candidate or ballot measure is permitted. (A total of four signs maximum per intersection.)
- (7) All political signs shall be removed no later than ten calendar days after an election. Candidates may be charged for costs incurred by the City for removal and storage of any signs remaining in City right-of-way more than ten days after an election. Failure to remove political signs from either public or private property within ten days of an election is a misdemeanor violation of the City Zoning Code.

**SIGN TYPE #107**  
**TEMPORARY**  
**POLITICAL**  
**SIGNS**

- Sign purpose:** Temporary ground-mounted sign related to an upcoming political campaign.
- Sign use:** Only allowed for political campaigns for which Irvine voters are eligible, to be removed no later than 10 days following an election.
- Sign location:** In public right-of-way; or on private property with owner's consent.  
 Not on City traffic signs, signals, or devices including directional signs, advisory signs, and regulation signs.
- Outside of sight distance triangles and not obstructing regulatory signs, traffic signal controllers, or driver's view.
- Maximum of one sign per intersection per candidate or ballot measure.
- Maximum sign size:** 3 square feet, if located within 150 feet of an intersection.  
 12 square feet, if not located within 150 feet of an intersection.
- Maximum sign height:** 3 feet above grade if located in public right-of-way within 150 feet of an intersection.  
 6 feet above grade, but not located within 150 feet of an intersection.  
 20 feet above grade for wall sign, if not located in public right-of-way.
- Sign illumination:** None.
- Sign removal:** Must be removed no later than 10 days after election. If a sign is not removed 10 days after election, then the City may recover costs from sign removal from the candidate or issue advocated on the sign.
- Permit required?** No.



if located within 150 feet of an intersection.



if not located within 150 feet of an intersection.