

# **EAST PALO ALTO** **sign design manual**

**adopted 5.17.11**

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# Introduction to the East Palo Alto Sign Design Manual



## What is the purpose of the Sign Design Manual?

The East Palo Alto Sign Design Manual was developed in order to:

1. Assist local business owners, residents and sign designers to understand the City's expectations in regards to the design of signs;
2. Translate code requirements in the Zoning Ordinance into simpler and more understandable terms;
3. Establish specific criteria for review of sign permit applications; and
4. Ensure that all signs in the City are of a high aesthetic quality that enhance the image and character of the City.

## How is the Sign Design Manual organized?

The East Palo Alto Sign Design Manual is divided into 5 main sections:

1. Instructions for applying for a Sign Permit;
2. General Design Guidelines (guidelines applicable to ALL types of signs.
3. Design Guidelines for specific sign types (guidelines for individual types of signs)
4. A list of prohibited sign types (what types of signs are not allowed)
5. An appendix with reference materials.

## How will the Sign Design Manual be enforced?

The City will use the Sign Design Manual as the basis for reviewing Sign Permit applications.

1. Sign Permits will be reviewed for consistency with the Sign Design Guidelines in addition to the code requirements in the City Zoning Ordinance;
2. The City may exercise some flexibility in reviewing signs for consistency with the Sign Design Manual. A specific guideline in the document may be relaxed if it would enable the sign to better meet the overarching goals and principles of the Sign Design Manual.

# Application Process: How do I apply for a Sign Permit?

## When is a Sign Permit required?

A Sign Permit is generally required in the following situations:

- Prior to the installation of new signs; and
- Prior to the modification, the reconstruction, or the replacement of existing signs (including changing the text on an existing sign).
- Refer to Appendix C for more specific information about when a sign permit is required.

If you are not sure if a Sign Permit is required, please contact a staff planner by telephone at (650) 853-3185.



## Are there any exceptions?

Not every type of sign requires a Sign Permit. Some signs that do NOT require a sign permit include:

- Incidental non-commercial signs (i.e. directional signs, bulletin boards, construction signs, holiday decorations, elections signs, for sale signs, for rent signs, etc); and
- Window signs for commercial businesses.

All signs are required to comply with the provisions of the Sign Design Manual whether or not a Sign Permit is not required.

## Will I need any other permits?

- If you are proposing to install signs for a new multi-tenant commercial or industrial development, you will need to submit an application for a Master Signage Plan (MSP). An MSP ensures that signs in a development are coordinated in terms of design and appearance.
- Some signs also require a Building Permit prior to installation. Planning Division staff will inform you when a building permit is necessary during review of your Sign Permit application. For more information call the Building Division at (650) 853-3129.

## How do I apply for a Sign Permit?

1. Informally consult with a staff planner about your proposed sign. Call (650) 853-3185 to speak with a planner over the phone or visit the Planning Division office at 1960 Tate Street during open counter hours (1:00 PM - 4:00 PM, Monday through Friday).

2. Gather all required submittal materials (see next page).

Submit your application to Planning Division staff. Submit your application in person at the Planning Division office at 1960 Tate Street during open counter hours.

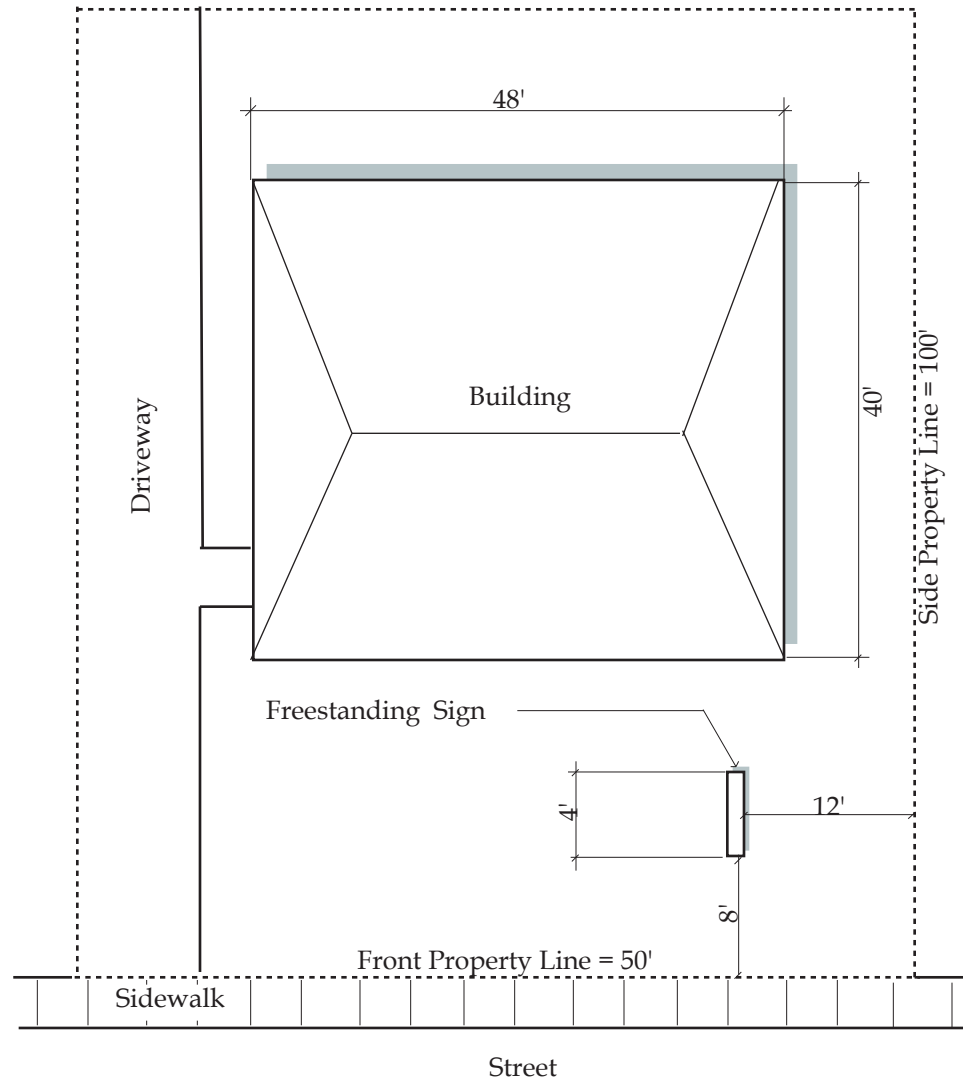
3. Planning Division staff will review your application. If your application is incomplete, staff will issue you a letter requesting more information. If your application is consistent with the requirements of the Zoning Ordinance and the Sign Design Guidelines, you will be issued a Sign Permit. If your application is not consistent, your application will be denied.
4. Some signs require City Planning Commission approval at a public hearing. Staff will inform you if your sign will require a public hearing. Additional fees will be required if a public hearing is required.
5. You will be informed if a Building Permit is required during review of your Sign Permit application. If your sign requires a Building Permit, apply for a Building Permit with the City Building Division after approval of your Sign Permit application.

## What do I need to submit?

In order to obtain a Sign Permit, you will need to submit the following materials to the Planning Division:

1. Completed application form (see Appendix A);
2. 3 copies of a detailed site plan showing sign location, setback dimensions, and building dimensions;
3. A completed Sign Area Worksheet with calculations of proposed signage area (see Appendix B);
4. Photos of all visible sides of the building;
5. A detailed building elevation drawing showing the exact location of the proposed sign on the wall (for building signs only);
6. Detailed elevation drawing of the proposed sign including lettering style, non-text elements, and exact dimensions;
7. Color and material samples;
8. Landscaping plan for the landscape area around a freestanding sign (for freestanding signs only); and
9. A processing fee of \$72 per sign. (this fee is subject to change. Additional fees are required for signs that require a public hearing).

## Sample Site Plan for Sign Permit Application



Sample Elevation Drawing for a Sign Permit Application



## Sample Photographs for Sign Permit Application



*ENCOURAGED! Take a photo from up close to show the proposed location of the sign on the wall of the building*



*ENCOURAGED! Take photographs of adjacent signs*



*ENCOURAGED! Take a photo from far away to show context*



*ENCOURAGED! Take photographs of adjacent buildings*

# General sign design guidelines (applies to all types of signs)

## Sign Materials (Key Concepts)

Sign materials should be selected to coordinate with the appearance of the surrounding environment, including:

- Adjacent signs.
- Adjacent buildings.
- Important landscape features.

The City Zoning Ordinance requires that all signs be constructed of a durable material with a high quality appearance. Materials that typically meet this criteria include:

- Wood (carved, sandblasted, etched, and properly sealed primed, painted or stained).
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).
- High density pre-formed foam or similar material.
- Stone, ceramic, stucco and other substantial natural materials (for monument signs).

Materials that do NOT meet this criteria include:

- Paper.
- Cloth or fabric (except for temporary banners).
- Untreated plywood.
- Highly reflective metals and plastics.



*ENCOURAGED! Use sign materials that match the materials used by adjacent signs*



*ENCOURAGED! Use high quality natural materials for monument signs*



*AVOID! Don't use fabric banners or other non-durable materials as permanent signs*



*AVOID! Don't use untreated wood or other non-weatherproof materials*



## Sign Lighting (Key Concepts)

- In general, signs should be illuminated with the minimum amount of light necessary to make the sign visible and legible.
- Illuminated signs are prohibited in residential zones. When a sign is adjacent to residential properties, the lighting shall be designed to prevent impacts on the residential properties.
- Blinking, rotating and flashing signs are strongly discouraged and are not permitted unless approved by the Planning Commission at a public hearing.
- Neon illuminated signs are strongly discouraged and are not permitted unless approved by the Planning Commission at a public hearing.
- Light sources and electrical equipment shall either be shielded from view or integrated into the architecture of the building.
- Externally illuminated signs, backlit signs, and signs with internally illuminated individual letters are strongly encouraged.
- Internally illuminated cabinet signs are strongly discouraged.
- If an internally illuminated cabinet sign is used, the sign face should be opaque so that only the lettering appears illuminated.
- Window signs shall not be illuminated.
- Building walls should not be trimmed with lighting (except for temporary holiday decorations).



*ENCOURAGED! Use individual letters which are backlit, internally illuminated, or externally illuminated*



*ENCOURAGED! Use an external light source to illuminate monument sign*



*AVOID! Don't use internally illuminated cabinet signs.*



*AVOID! Don't use illuminated window signs. AVOID! Don't use neon illuminated signs*



*AVOID! Don't allow a sign's light source show (including bulbs and electrical equipment)*

### Sign Colors (Key Concepts)

- Signs should use contrasting background and foreground colors (i.e. using light letters against a dark background or dark letter against a light background).
- Sign colors should complement the materials and colors on the building, including accent and trim colors.
- Avoid using too many colors. A sign should typically be limited to three colors or less.
- Avoid using fluorescent or excessively bright colors because they rarely complement the paint color of a building.



STORE

*ENCOURAGED! Use dark letters against a light background*



LAUNDROMAT

*AVOID! Using light letters against a light background*



*ENCOURAGED! Use a sign color that complements the paint color of the building*

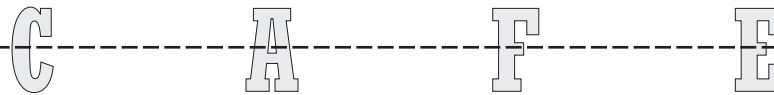
### Sign Legibility (Key Concepts)

- Keep the message as brief as possible
- Avoid hard to read, intricate font types.
- Avoid using more than two fonts types on the same sign.
- Avoid spacing letters too close together or too far apart
- Leave 25-50% of the sign area blank to improve readability.
- Use contrasting colors (see previous section)
- Avoid using oddly shaped signs because they can make signs confusing and hard to read.
- Signs written, stenciled or painted in freehand are strongly discouraged.
- Signs should not be written, stenciled or painted directly onto the wall of a building.



RESTAURANT

*AVOID! Letters spaced too close together*



C A F E

*AVOID! Letters spread too far apart*



RESTAURANT

*AVOID! Intricate and hard to read fonts*



AL'S CAFE & BAKERY

*AVOID! Using too many types of fonts*

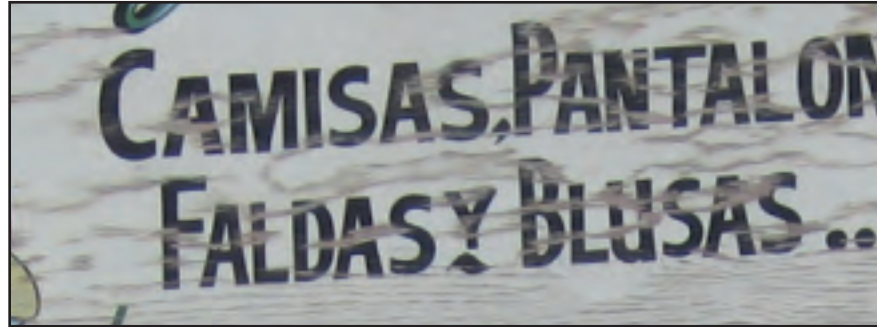


RESTAURANT

*AVOID! Not leaving enough blank space*

### Sign Maintenance (Key Concepts)

- All signs shall be kept free of graffiti at all times.
- Signs shall be kept in a clean and safe manner at all times.
- If a sign is unsafe, damaged or dirty, all necessary repairs and cleaning of the sign shall be done in a timely manner.
- All signs shall be maintained so that the lettering on the signs are clearly legible.
- High quality, durable materials should be used for all permanent signs.
- Wood signs should be treated and/or painted to prevent weather damage.
- All abandoned signs shall be promptly removed.



*AVOID! Promptly remove all signs that show visible wear or weather damage*



*AVOID! Promptly clean or remove all signs that are so dirty that they are illegible*



*AVOID! Promptly remove all signs that are worn or are no longer legible*

# Specific sign design guidelines (applies to specific sign types)

## Wall Signs (Key Concepts)

- Wall signs on commercial buildings should generally be placed on a blank wall or above the front entrance.
- The size, shape and height of a wall sign should correspond with the size, shape and height of adjacent wall signs.
- The size of wall sign should be proportional to the size of the building, and the wall where the sign is to be located. Avoid filling up too much of a wall with signage.
- The lettering of a wall sign should not occupy more than 75% of the sign area.
- Wall signs shall not be placed in front of windows, doorways, rooflines or other major architectural features.
- The use of externally illuminated signs, backlit signs, and signs with internally illuminated individual letters are strongly encouraged.
- The use of internally illuminated cabinet signs as wall signs is strongly discouraged. If an internally illuminated cabinet sign is used, the sign face should be opaque so that only the lettering appears illuminated
- Refer to Appendix C for additional restrictions on the number and size of signs permitted
- A Sign Permit is **REQUIRED** prior to the installation of a wall sign.



*ENCOURAGED! Place signs above the front entrance of a commercial building  
ENCOURAGED! Design a sign to correspond with the size, height and shape of adjacent signs*



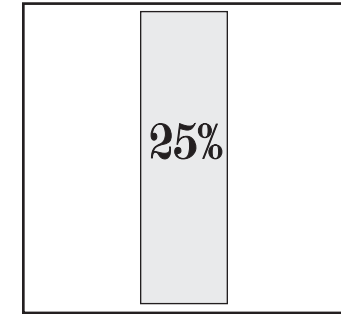
*AVOID! Don't use signs that do not fit the wall space on the building*



*AVOID! Don't overcrowd a wall space with a disproportionate amount of signage*

## Window Signs (Key Concepts)

- Window signs shall not occupy more than 25% of the total window area.
- Window signs shall not be illuminated (with the exception of one "open" sign).
- The use of nonpermanent materials such as paper is strongly discouraged.
- The use of opaque glass-mounted graphics is highly encouraged.
- A window sign shall not obscure vision into the building.
- Window signs shall be hung evenly.
- The text on a window sign should be neat and even. Avoid using lettering written in freehand.
- Refer to Appendix C for additional restrictions on the number and size of signs permitted
- A Sign Permit is NOT required to display a window sign.



□ ENCOURAGED! Window signs may not occupy more than 25% of a window opening



ENCOURAGED! Use window signs that are adhered to the inside of a window



AVOID! Don't use illuminated window signs.  
AVOID! Don't use neon window signs



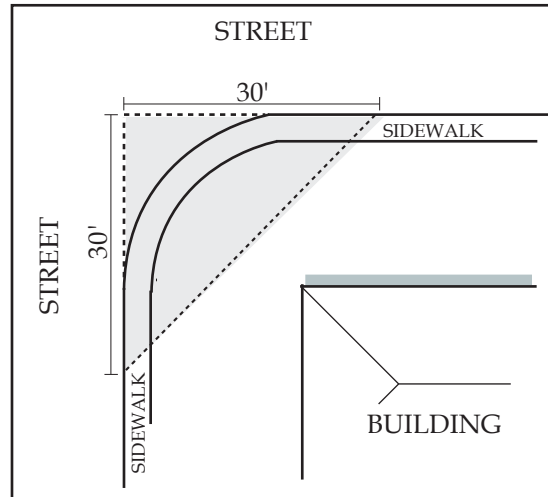
ENCOURAGED! Use glass mounted window signs with a clear background



AVOID! Don't obscure visibility into a building with window signs

## Freestanding Signs (Key Concepts)

- The size, shape, materials and color of a freestanding sign should match the architecture of surrounding buildings.
- Monument signs should have a substantial base. The use of high quality materials such as stone, brick or stucco for the monument base is strongly encouraged.
- Freestanding signs are required to be placed in a landscaped area.
- The use of internally illuminated freestanding signs is strongly discouraged. The use of external illumination is encouraged.
- Freestanding signs should not be displayed on a single pole or post. The support structures should be made constructed with high quality materials. Aluminum or metal poles should not be used.
- Freestanding signs shall not block the view of motorists at a street corner. At every street intersection or vehicle entranceway, a freestanding sign must allow vision between heights of three feet and ten feet in a triangle formed by the corners of the curb thirty feet from the intersection.
- Refer to Appendix C for additional restrictions on the number and size of signs permitted
- A Sign Permit is REQUIRED prior to the display of a freestanding sign.



A monument sign shall not be placed within 30' of a street intersection if it would obscure the vision of a motorist (gray area in the diagram)



ENCOURAGED! Use high quality materials  
ENCOURAGED! Always locate a monument sign in a landscape area



ENCOURAGED! Use exterior lighting for a freestanding sign. Freestanding signs should not be internally illuminated



ENCOURAGED! Use materials that relate to the materials of adjacent buildings

## Awning Signs (Key Concepts)

- Awning signs shall only be displayed on the ground floor of a building.
- Signage should only appear on the valence portion of an awning.
- Awning signs should not be illuminated.
- The color of awnings and the text of awning signs shall coordinate with the color of the building. The awning and the text of the sign should have contrasting colors.
- The use of fluorescent or brightly colored awnings is strongly discouraged
- The text on an awning sign may not exceed 30% of the total surface area of an awning
- An awning must allow at least 8 feet of clearance underneath the awning
- Refer to Appendix C for additional restrictions on the number and size of signs permitted

A Sign Permit is REQUIRED to display an awning sign.



ENCOURAGED! Place the text of an awning sign on the valence portion of the awning



ENCOURAGED! Use an awning color that complements the paint color of the building



ENCOURAGED! Leave plenty of space on the awning without text (at least 70% blank).  
ENCOURAGED! Use neutral colored awnings



AVOID! Don't stretch a banner sign over an existing awning sign when tenancy changes



### Banner Signs (Key Concepts)

- Banner signs may only be displayed on a TEMPORARY basis because they are not made of high quality, durable materials (see page 18 for more information about how long specific types of banner signs may be displayed).
- Banner signs shall always be hung taut and even.
- All corners of a banner sign must be tightly secured to a wall. Banner signs are not permitted to dangle from a roof.
- Banner signs shall be promptly removed if the banner shows visible signs of wear or the lettering on the sign becomes illegible.
- Refer to Appendix C for additional restrictions on the number and size of signs permitted

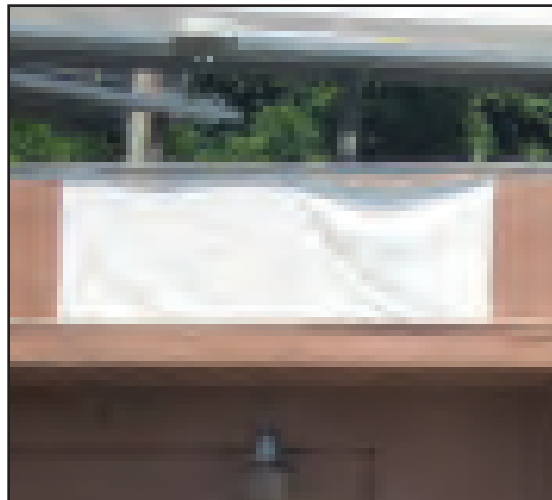
A Sign Permit is REQUIRED prior to the display of a banner sign.



AVOID! Don't dangle a banner from the roof of a building. Banners should be secured on all four sides



AVOID! Don't use banner signs written or painted in freehand



AVOID! Remove banners that are illegible



AVOID! Banner signs should be secured on all 4 sides and should be hung taut and even

### Grand Opening Signs (Key Concepts)

- Grand opening signs are limited to a maximum of 20 square feet in size.
- The grand opening sign must be displayed on the same site as the business establishment.
- Grand opening signs shall not be displayed for more than 30 days prior to, or more than 30 days after the date on which the establishment opens for business.
- Grand opening signs are only permitted in commercial zoning districts.
- If the grand opening sign is a banner, it must conform with the key concepts for banner signs on page 17 of this document.
- A Sign Permit is REQUIRED to display a Grand Opening sign.

### Construction Signs (Key Concepts)

- One construction sign advertising a construction project is permitted at the site of construction.
- The construction sign shall not exceed 15 square feet in size.
- The sign shall be removed within six months of the issuance of a certificate of occupancy for the construction.
- A Sign Permit is REQUIRED to display a construction sign.

### Special Event Signs (Key Concepts)

- Special event signs are limited to a maximum of 10 square feet in size and four feet in height.
- A special event sign must be removed within five days of the end of the event.
- Special event signs are not permitted on public property. If the sign is on private property, the property owner must consent.
- If the grand opening sign is a banner, it must conform with the key concepts for banner signs on page 17 of this document.
- A Sign Permit is NOT required IF the signs are part of an approved Temporary Use Permit application.

### Election/Political Signs (Key Concepts)

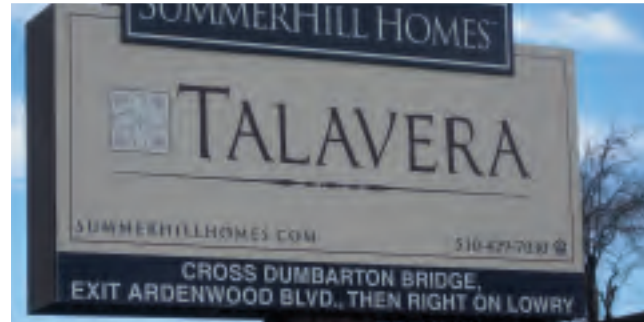
- Election signs must be removed within five days of an election.
- Political signs are prohibited on public property. Political signs are permitted on private property ONLY with the permission of the property owner.
- Political signs are limited to a maximum of ten square feet in size and a maximum of four feet in height.
- A Sign Permit is NOT required to display a political sign.

### Other Temporary Commercial Signs (Key Concepts)

- Commercial banner signs may only be displayed for a maximum of 90 days.
- A Sign Permit is REQUIRED to display a temporary commercial banner sign.

## Real Estate Signs (Key Concepts)

- Real Estate signs shall be promptly removed when it shows visible signs of wear or if the lettering becomes illegible.
- No Real Estate Sign shall be displayed for longer than 12 months.
- Real Estate signs shall not be illuminated.
- For Sale/For Rent signs are limited to 6 sq. ft. in area and 4 ft. in height for residential properties, and 24 sq. ft. in area and 8 ft. in height for non-residential properties.
- Off-site real estate directional signs are limited to 4 sq. ft. in area, 4 ft. in height.
- Off-site real estate directional signs are not permitted on public property. They are permitted on private property with permission from the property owner.
- Off-site real estate directional signs are only permitted to be displayed between one hour before the start of an open house and one hour after an open house.
- Off-site real estate directional signs do NOT require a Sign Permit
- For Sale/For Rent signs do NOT require a Sign Permit.
- Signs advertising a subdivision of homes REQUIRES a Sign Permit.
- A Sign Permit is REQUIRED to display flags and streamers in order to advertise a subdivision.



*AVOID! Don't display off-site real estate directional signs greater than 4 square feet in size and greater than 4 feet in height*



*ENCOURAGED! Use on-site residential for-sale signs less than 6 square feet in size and less than 4 feet in height*

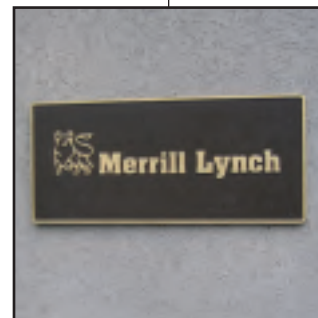


*ENCOURAGED! Use on-site non-residential for-lease signs less than 6 square feet in size and less than 4 feet in height*

## Home Business Signs (Key Concepts)

Owners of home based businesses are permitted to display one sign advertising their business at their residence. That sign must conform with the following requirements:

- The sign shall be restricted to 2.25 square feet in size (1.5'x1.5')
- The sign shall be attached to a wall immediately adjacent to the main entrance of the residence.
- The sign shall be designed to have the appearance of a plaque and shall be made with a high quality material such as engraved metal, stone, ceramic, or bronze.
- Home business signs shall not be illuminated.
- When the home business terminates, the sign must be promptly removed.
- A Sign Permit is **REQUIRED** prior to the display of a Home Business Sign.



*ENCOURAGED! A home business sign should have a plaque-like appearance and should be displayed adjacent to the main entrance of the residence*

# List of prohibited sign types (some but not all)

## Prohibited Signs Types

The following list includes some (but not all) of the signs prohibited from being displayed in the City of East Palo Alto.

- Portable commercial A-frame signs.
- "Swooper" flag signs.
- Inflatable signs.
- Any private signs on public property.
- Portable signs designed to be transported with wheels.
- Any sign which imitates a traffic sign or signal, or interferes with, misleads or confuses pedestrian or vehicular traffic.
- Signs made of highly reflective materials.



NOT ALLOWED! Inflatable signs



NOT ALLOWED! "Swooper" flag signs



NOT ALLOWED! Signs displayed on public property



NOT ALLOWED! Portable commercial A-Frame signs

# Appendix A: Sign Permit Application Form

## CITY OF EAST PALO ALTO PLANNING PERMIT APPLICATION FORM

### NOTE TO APPLICANT:

Procedure and submittal requirements may vary depending on the type of permit requested.

**Application for:** (Check all applicable items)

<input type="checkbox"/> Architectural Supervision	<input type="checkbox"/> Planned Unit Development
<input type="checkbox"/> Conditional Use Permit	<input type="checkbox"/> Sign Permit
<input type="checkbox"/> Design Review (Administrative)	<input type="checkbox"/> Special Use Permit
<input type="checkbox"/> Design Review (PC)	<input type="checkbox"/> Temporary Use Permit
<input type="checkbox"/> EIR (CEQA)	<input type="checkbox"/> Tentative Parcel Map (4 or fewer lots)
<input type="checkbox"/> Exemption from CEQA	<input type="checkbox"/> Tentative Tract Map (5 or more lots)
<input type="checkbox"/> General Plan Amendment	<input type="checkbox"/> Tree Removal Permit
<input type="checkbox"/> Negative Declaration (CEQA)	<input type="checkbox"/> Variance
<input type="checkbox"/> Parcel Map / Lot Line Adjustment	<input type="checkbox"/> Zone Change
<input type="checkbox"/> Planned Community Permit	<input type="checkbox"/> Other: _____

### Site Information:

Existing Zoning Designation of the Project Site: \_\_\_\_\_

Project Description: \_\_\_\_\_

Property Address: \_\_\_\_\_

Assessor's Parcel Number: \_\_\_\_\_ (Can be found on property tax bill)

### Applicant:

Name: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ (Required)

### Property Owner:

Name: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ (Required)

### This section to be completed by the City Staff.

Application File Number: \_\_\_\_\_ Date: \_\_\_\_\_

Application Submittal Checklist:

Fee: \$ \_\_\_\_\_; Check # \_\_\_\_\_ Receipt # \_\_\_\_\_

\_\_\_\_ Required Drawings Submitted

\_\_\_\_ Supporting Statements

\_\_\_\_ Surrounding Property Owner's Information

The East Palo Alto Planning Department Counter is open Monday - Friday

From 1:30 p.m. - 4:30 p.m.

Telephone: (650) 853-3185 \*\* FAX (650) 853-3179

### Hazardous Wastes and Substances Statement: (Calif. Government Code 65962.5)

The site is not included on the Hazardous Wastes and Substances Site List.

The site is included on the Hazardous Wastes and Substances Site List.

Date of list: \_\_\_\_\_ Regulatory Identification Number: \_\_\_\_\_

(A copy of the list is available in the Planning Division office.)

### Initial Study Information:

Answer yes or not to each of the following questions. Please explain any items checked yes; attach additional sheets as necessary. Will the proposed project have an effect on any of the items listed below?

Yes No

1. \_\_\_\_\_ Change in existing features of lakes, hills or substantial alteration of ground contours?
2. \_\_\_\_\_ Change in scenic views or vistas from existing residential areas or from public lands or roads?
3. \_\_\_\_\_ Change in pattern scale or character of development?
4. \_\_\_\_\_ Create significant amounts of solid waste or litter?
5. \_\_\_\_\_ Change in amount of dust, ash smoke, fumes or odors in the vicinity?
6. \_\_\_\_\_ Alteration of existing drainage patterns or change in water quality or quantity of any lake, stream or ground water aquifer?
7. \_\_\_\_\_ Substantial change in existing noise and vibration levels in the area?
8. \_\_\_\_\_ Is the site on filled land or on a slope of ten percent or more?
9. \_\_\_\_\_ Does the project involve the use or disposal of potentially hazardous materials, such as toxic substances, flammables or explosives?
10. \_\_\_\_\_ Substantial increase in fossil fuel consumption (electricity, oil, natural gas, etc.)?

### Certificate:

I certify under penalty of perjury under the laws of the State of California that I am ( an authorized agent for ) the applicant and that the information set forth in this application and all attachments is true and correct, to the best of my knowledge and belief.

Date \_\_\_\_\_

Applicant's Signature \_\_\_\_\_

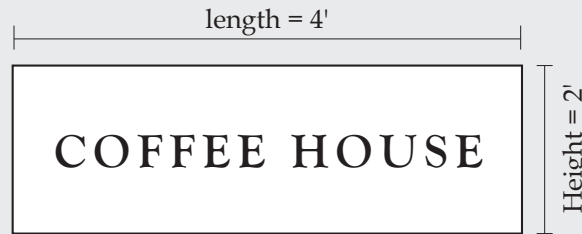
I certify that I am the owner of the property affected by the proposed project and that I am fully aware and approve of this application.

Date \_\_\_\_\_

Owner's signature (if other than the applicant) \_\_\_\_\_

# Appendix B: Sign Area Worksheet

**1** Calculate the area of your proposed sign in square feet.



## SIGN AREA

length = \_\_\_\_\_ ft.  
 height = \_\_\_\_\_ ft.  
 lengthXheight = \_\_\_\_\_ sq.ft.

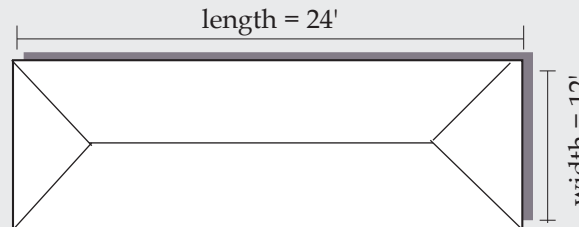
**2** Calculate the wall area of the side of the building in which your proposed sign would be displayed.



## WALL AREA

width = \_\_\_\_\_ ft.  
 height = \_\_\_\_\_ ft.  
 widthXheight = \_\_\_\_\_ sq.ft.

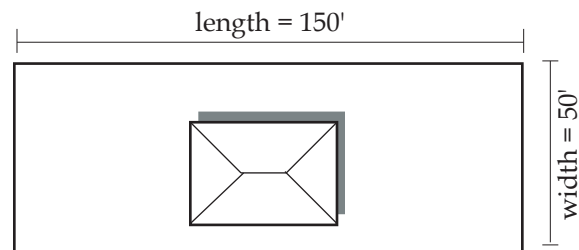
**3** Calculate the floor area of the building on which your proposed sign would be displayed.



## BUILDING FLOOR AREA

length = \_\_\_\_\_ ft.  
 width = \_\_\_\_\_ ft.  
 lengthXwidth = \_\_\_\_\_ sq.ft.

**4** Calculate the lot area of the parcel on which your proposed sign would be displayed.



## LOT AREA

length = \_\_\_\_\_ ft.  
 width = \_\_\_\_\_ ft.  
 lengthXwidth = \_\_\_\_\_ sq.ft.

# Appendix C: Zoning Ordinance Sign Tables

**SIGN TABLE A: PERMITTED SIGNS BY TYPE & ZONING DISTRICT**

Sign Type	R-1	R-2	R-M	INS <sup>a</sup>	C-1	C-2	O & OR	MB	M-1	M-2
<b>Freestanding</b>										
Residential	S	S	S	N	N	N	N	N	N	N
Other	N	N	S	S	S	S	S	S	S	S
Incidental <sup>d</sup>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>	P <sub>g</sub>
<b>Building</b>										
Banner <sup>m</sup>	N	N	N	S	S	S	S	S	S	S
Building Marker <sup>r</sup>	P	P	P	P	P	P	P	P	P	P
Canopy	N	N	N	N	S	S	S	S	S	S
Identification <sup>e</sup>	P	P	P	P	P	P	P	P	P	P
Incidental <sup>d</sup>	N	N	P <sub>g</sub>	P <sub>g</sub>	P	P	P	P	P	P
Marquee <sup>h</sup>	N	N	N	N	S	S	S	S	S	S
Projecting <sup>h</sup>	N	N	N	N	S	S	S	S	S	S
Residential <sup>b</sup>	P <sub>c</sub>	P <sub>c</sub>	S <sub>c</sub>	N	N	N	N	N	N	N
Roof	N	N	N	N	N	N	N	N	N	N
Roof, Integral	N	N	N	N	S	S	N	N	S	S
Suspended <sup>h</sup>	N	N	N	S	S	S	N	N	N	N
Temporary <sup>i</sup>	P	P	P	P	P	P	P	P	P	P
Wall <sup>l</sup>	S <sub>l</sub>	S <sub>l</sub>	S <sub>l</sub>	S	S	S	S	S	S	S
Window <sup>j</sup>	N	N	N	N	N	N	N	N	N	N
<b>Miscellaneous</b>										
Banner <sup>m</sup>	N	N	N	S	S	S	S	S	N	N
Flag <sup>k</sup>	P	P	P	P	P	P	P	P	P	P
Portable	N	N	N	N	N	N	N	N	N	N

a. This column does not represent a zoning district. It applies to institutional uses conditionally permitted under the zoning ordinance in residential zoning districts, such as churches, large day care facilities, and schools. It does not apply to any conditionally permitted residential care facility.

b. No commercial message allowed on sign.

c. May only include name of residential subdivision or name of apartment, duplex, condominium, or townhouse project, and may not be more than eight (8) square feet (unless otherwise allowed in Section 6413.4 of this ordinance).

d. No commercial message of any kind allowed on sign if such message is legible from any location off the property in which the sign is located; the provisions of Section 6413(g) of this chapter shall apply.

e. Only address and name of occupant allowed on sign.

f. May include only building name, date of construction, or historical data on historic site; must be cut or etched into masonry, bronze, or similar material.

g. No commercial message of any kind allowed on sign. The provisions of Section 6413.1(h) shall apply.

h. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining and maintaining in force liability insurance for such a sign in such form as the Director of Planning may reasonably from time to time determine, provided that the amount of such liability insurance shall be not less than the amount established by resolution of the City Council.

i. The provisions of Section 6413.4 of this chapter shall apply.

j. The conditions of Section 6413.10(b) of this chapter shall apply.

k. Flags which, upon determination by the Director of Planning, meet the definition of "flag" found at Section 6102.34.1 of the zoning ordinance, provided that such a flag shall not exceed sixty (60) square feet in area and shall not be flown from a pole the top of which is not more than forty (40) feet in height. Any sign similar to a flag not meeting the definition of "flag" shall be considered a banner sign and shall be subject to regulation as such.

l. Allowable w/ valid Home Business Permit, must not exceed 2.25 square feet.

m. Banner signs may only be displayed on a temporary basis. The maximum duration of display is specified in 6421.4.

P = Allowed without a sign permit  
 S = Allowed only with a sign permit  
 N = Not allowed



**SIGN TABLE B: MAXIMUM TOTAL SIGN AREA PARCEL BY ZONING DISTRICT**

	<b>R-1</b>	<b>R-2</b>	<b>R-M</b>	<b>INS<sup>a</sup></b>	<b>C-1</b>	<b>C-2</b>	<b>O&amp;OR</b>	<b>MB</b>	<b>M-1</b>	<b>M-2</b>	
Maximum Number of Total Square Feet	4	8	16	16	250	400	200	50	500	500	a.This column does not represent a zoning district. It applies to institutional uses conditionally permitted under the zoning ordinance in residential zoning districts, such as churches, large day care facilities, and schools. It does not apply to any conditionally permitted residential care facility.
Percentage of Ground Floor Area of Principal Building	NA	NA	NA	NA	10%	8%	2%	1%	2%	2%	b.Flags which, upon determination by the Director of Planning, meet the definition of "flag" found at Section 6102.34.1 of the zoning ordinance, provided that such a flag shall not exceed sixty (60) square feet in area and shall not be flown from a pole the top of which is not more than forty (40) feet in height Any sign similar to a flag not meeting the definition of "flag" shall be considered a banner sign and shall be subject to regulation as such.
Square Feet of Signage Per Linear Foot of Street Frontage	NA	NA	NA	0.2	2	3.5	2	1	NA	NA	

**SIGN TABLE C: NUMBER, DIMENSIONS, AND LOCATION OF INDIVIDUAL SIGNS BY ZONING DISTRICT**

Sign Type	R-1	R-2	R-M	INS <sup>a</sup>	C-1	C-2	O&OR	MB	M-1	M-2
<b>Freestanding (non-incidenta)</b>										
Area (sq. ft.)	4	8	16	16	40	80	60	25	80	80
Height (feet)	4	4	4	6 <sup>b</sup>	6 <sup>b</sup>	20	6	6 <sup>b</sup>	12	12
Setback (ft) <sup>cd</sup>	2	5	10	6	2	6	2	6	10	10
Number permitted per parcel	1	1	NA	NA	NA	NA	NA	NA	NA	NA
Number permitted per feet of frontage	NA	NA	1 per 100	1 per 100	1 per 100	1 per 100	1 per 50	1 per 100	1 per 200	1 per 200
<b>Building (non-incidenta)</b>										
Area (max.sq. ft.)	4	8	16	16	NA	NA	NA	20	NA	NA
Wall Area (percent)	NA	NA	NA	10%	10%	20%	5%	NA	10%	10%
Number permitted per street frontage	1	1	1	1	2 <sup>g</sup>	2 <sup>g</sup>	1	1	1	1

a.This column does not represent a zoning district. It applies to institutional uses conditionally permitted under the zoning ordinance in residential zoning districts, such as churches, large day care facilities, and schools. It does not apply to any conditionally permitted residential care facility.

b.Monument sign required.

c.Minimum setbacks are as listed; however, in no case shall the actual sign height exceed the actual sign setback from any adjacent lot that is zoned and used for residential purposes. For example, if the sign is set back six (6) feet from such a lot, it may be not more than six (6) feet high.

d.In addition to the setback requirements on this table, signs shall be located such that there is at every street intersection a clear view between heights of three (3) feet and ten (10) feet in a triangle formed by the corner and points on the curb thirty (30) feet from the intersection or entranceway.

e.Lots fronting two or more streets are allowed the permitted signage for each street frontage, but signage cannot be accumulated and used on one (1) street in excess of that allowed for lots with only one (1) street frontage.

f.The percentage figure here shall mean the percentage of area of the wall of which such a sign is a part or to which each such sign is most nearly parallel

g.For multi-tenant buildings, one (1) additional building sign is permitted for each tenant after the first.

**SIGN TABLE D: PERMITTED SIGN CHARACTERISTICS BY ZONING DISTRICT**

	<b>R-1</b>	<b>R-2</b>	<b>R-M</b>	<b>INS<sup>a</sup></b>	<b>C-1</b>	<b>C-2</b>	<b>O&amp; OR</b>	<b>MB</b>	<b>M-1</b>	<b>M-2</b>	
Animated	N	N	N	N	S <sub>b</sub>	S <sub>b</sub>	N	N	N	N	P = Allowed without a sign permit S = Allowed only with a sign permit N = Not allowed
Changeable Copy	N	N	N	N	S <sub>b</sub>	S <sub>b</sub>	N	N	N	N	
Illumination, Internal	N	N	N	N	S <sub>c</sub>	S <sub>c</sub>	S	S <sub>c</sub>	S	S	a.This column does not represent a zoning district. It applies to institutional uses conditionally permitted under the zoning ordinance in residential zoning districts, such as churches, large day care facilities, and schools. It does not apply to any conditionally permitted residential care facility.
Illumination, External	N	N	S <sub>c</sub>	S <sub>c</sub>	S <sub>c</sub>	S <sub>c</sub>	S	N	S	S	
Illumination, Exposed bulbs or neon	N	N	N	N	S <sub>b</sub>	S <sub>b</sub>	N	N	N	N	b.Planning Commission approval required, per Section 6413.5 of this chapter  c.No direct light or significant glare from the sign shall be cast into adjacent parcel that is zoned or use for residential purposes

# Appendix D: Acknowledgements

## City Council

Mayor Carlos Romero  
Vice-Mayor Laura Martinez  
Councilmember Ruben Abrica  
Councilmember A. Peter Evans  
Councilmember David Woods

## Planning Commission

Chairperson Renee Glover Chantler  
Vice-Chairperson Robert Sherrard  
Commissioner Bernardo Huerta  
Commissioner Court Skinner  
Commissioner Jorge Prado  
Commissioner Robert Allen  
Commissioner Alex Quezada  
Commissioner Kameelah Rasheed

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