

ORDINANCE NO. 16-6

AN ORDINANCE AMENDING CONCORD MUNICIPAL CODE TITLE 18 (DEVELOPMENT CODE), CHAPTER 18.180 (SIGNS), SECTIONS 18.20.030 (DEFINITIONS), 18.180.040 (REVIEW AUTHORITY), 18.180.060 (MASTER SIGN PROGRAMS), 18.180.080 (PROHIBITED SIGNS), 18.180.110 (SIGN REGULATIONS FOR SPECIFIC USES), AND 18.180.130 (STANDARDS FOR SPECIFIC SIGN TYPES) IN ORDER TO ALLOW FOR THE INCLUSION OF FREEWAY-ORIENTED BUILDING WALL AND PYLON SIGNS IN MULTI-TENANT PROJECTS SUBJECT TO A MASTER SIGN PROGRAM

WHEREAS, on July 24, 2012, the City Council adopted the Chapter 122 of the Concord Municipal Code (“Development Code”); and

WHEREAS, Government Code section 65800 *et seq.* provides for the amendment of any and all adopted City of Concord (“City”) zoning laws, ordinances, rules and regulations; and

WHEREAS, the City has complied with the requirements of the Local Planning Law (Government Code section 65100 *et seq.*), and the City’s applicable ordinances and resolutions with respect to approval of amendments to the Development Code; and

WHEREAS, Development Code section 18.180.080 prohibits animated and moving signs such as electronic message display signs and freestanding signs that are primarily viewed from a freeway; and

WHEREAS, on December 16, 2015, CenterCal Properties, LLC, submitted plans and an application for a Use Permit, Tree Removal and Design Review to construct a shopping center with up to 375,000 square feet in floor area; and

WHEREAS, on March 20, 2016, the application was revised to include an Amendment to Development Code Chapters 18.20 (General Terms) and 18.180 (Signs) to allow for freeway-oriented signs, including digital pylon signs, tenant signs, and graphic signs for shopping centers with at least 300,000 square feet of floor area with direct frontage along Interstate 680 (“I-680”); and

WHEREAS, the plans were subsequently revised on April 28, 2016, to include a Master Sign Program that proposed three freestanding pylon signs (including one digital pylon sign), tenant signs, and graphic posters oriented towards I-680; and

WHEREAS, on May 8, 2016, the application was deemed complete for processing; and

WHEREAS, the proposed Center Cal /Veranda Project consists generally of an Amendment

1 to Concord Development Code Chapters 18.20 (General Terms) and 18.180 (Signs) (“Sign  
2 Amendment”) to allow for freeway-oriented signs including digital pylon signs, tenant signs and  
3 graphic signs, and Use Permit, Tree Removal and Design Review to construct a shopping center with  
4 up to 375,000 square feet of floor area on a 30-acre site located at 2001-2003 Diamond Boulevard.  
5 Anticipated shopping center uses include a grocery store, theater, restaurants (including drive-through  
6 restaurant), general retail, general office/medical office, health club, and financial services, and is  
7 referred to herein as the “project” or “proposed project”; and

8 **WHEREAS**, pursuant to the provisions of the California Environmental Quality Act (CEQA)  
9 of 1970, as amended, an Initial Study was prepared for the project which concluded that the project  
10 could have a significant effect on the environment and an Environmental Impact Report (EIR<sup>1</sup>) were  
11 prepared and circulated for review from May 13, 2016 to June 27, 2016; and

12 **WHEREAS**, the Planning Commission, after giving all public notices required by State Law  
13 and the Concord Municipal Code, held a duly noticed public hearing on July 20, 2016, on the  
14 proposed Sign Amendment; and

15 **WHEREAS**, at such public hearing, the Planning Commission considered all oral and written  
16 information, testimony, and comments received during the public review process, including  
17 information received at the study session, the public hearing, the oral and written report from City  
18 staff dated June 1, 2016, the oral and written report from City staff dated July 20, 2016, the EIR,  
19 exhibits, pertinent maps, plans, reports, studies, and all other information that constitutes the record of  
20 proceedings (collectively, “PC Record of Proceedings”) prior to acting on, or making  
21 recommendations on, the EIR or any aspect of proposed project; and

22 **WHEREAS**, at such public hearing, the Planning Commission, after consideration of the PC  
23 Record of Proceedings, adopted Resolution No. 16-18 recommending City Council certification of the  
24 EIR, adoption of the CEQA Findings of Fact and Statement of Overriding Considerations; and

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27 <sup>1</sup> The defined term “EIR” includes the NOP, Draft EIR, and Final EIR (consisting of the Draft EIR as Volume I, the  
28 Appendices as Volume II, and the Responses to Comments as Volume III), including the Mitigation Monitoring and  
Reporting Program (MMRP), and the CEQA Findings of Fact and Statement of Overriding Considerations, all as further  
set forth in City Council Resolution No. 16-63, incorporated by reference.

1           **WHEREAS**, at such public hearing, the Planning Commission, after consideration of the PC  
2 Record of Proceedings, subsequently adopted Resolution No. 16-19 recommending City Council pass  
3 an ordinance amending Concord Municipal Code Chapter 122 (Development Code), to allow for the  
4 inclusion of freeway-oriented building wall signs in connection with a master sign program and use  
5 permit application for the project; and

6           **WHEREAS**, at such public hearing, the Planning Commission, after consideration of the PC  
7 Record of Proceedings, subsequently adopted Resolution No. 16-20, recommending City Council  
8 approval of the Use Permit, Tree Removal and Design Review application for the project; and

9           **WHEREAS**, the City Council, after giving all public notices required by State law and the  
10 Concord Municipal Code, held a duly noticed public hearing on August 2, 2016, on the EIR and the  
11 proposed project; and

12           **WHEREAS**, at such public hearing, the City Council considered all oral and written  
13 information, testimony, and comments received during the public review process, including the PC  
14 Record of Proceedings, the public hearing, the oral and written report from City staff dated August 2,  
15 2016, the EIR, exhibits, pertinent maps, plans, reports, studies, and all other information that  
16 constitutes the record of proceedings (collectively, “CC Record of Proceedings”) prior to acting on  
17 the EIR or any aspect of the proposed project; and

18           **WHEREAS**, at such public hearing, the City Council, after consideration of the CC Record of  
19 Proceedings, adopted Resolution No. 16-63 certifying the EIR, adopting the Mitigation Monitoring  
20 and Reporting Program (MMRP), and adopting the CEQA Findings and Statement of Overriding  
21 Considerations for the project; and

22           **WHEREAS**, the proposed Sign Amendment, as revised, would not be detrimental to the  
23 public interest, health, safety, convenience, or welfare of the City. Although the Sign Amendment  
24 would potentially allow for freeway-oriented signage at other locations in the City, these other  
25 locations are limited in nature because they would otherwise need to meet the requirements of the  
26 amended sign text ordinance including: having frontage along I-680 in the City; be commercially  
27 zoned; and be large enough in size to accommodate a multi-tenant shopping center of at least 300,000  
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1 square feet. The Sign Amendment would impose strict limitations on the number, size, and location  
2 of freeway-oriented signage in order to minimize their visual impact. Moreover, any freeway-oriented  
3 sign would be subject to review and approval of a use permit application and a master sign program  
4 that provides the City discretion to require additional restrictions on the location, design, and other  
5 restrictions on such signs to minimize impacts on the public health, safety, or welfare.

6 **NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CONCORD DOES**  
7 **ORDAIN AS FOLLOWS:**

8 **Section 1.** The Concord Municipal Code shall be Amended to include language within  
9 Concord Municipal Code Title 18 (Development Code), Sections 18.20.030 (Definitions), 18.180.040  
10 (Review authority), 18.180.060 (Master sign programs), 18.180.080 (Prohibited signs), 18.180.110  
11 (Sign regulations for specific uses), and 18.180.130 (Standards for specific sign types) as reflected in  
12 Exhibit A, in order to allow for the inclusion of freeway-oriented building wall and pylon signs in  
13 multi-tenant projects subject to a master sign program.

14 **Section 2.** This ordinance shall take effect and be in force from and after thirty (30) days  
15 following passage and adoption and shall be published once within fifteen (15) days upon passage and  
16 adoption in the Contra Costa Times, a newspaper of general circulation printed and published in the  
17 City of Concord.

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20 ATTEST:

\_\_\_\_\_  
Laura M. Hoffmeister  
Mayor

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23 By: \_\_\_\_\_  
Joelle Fockler, MMC  
City Clerk

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26 (Seal)

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3 Ordinance No. 16-6 was duly and regularly introduced at a regular meeting of the City Council  
4 held on August 2, 2016, and was thereafter duly and regularly passed and adopted at a regular meeting  
5 of the City Council held on September 27, 2016, by the following vote:

6 **AYES:**

7 **NOES:**

8 **ABSTAIN:**

9 **ABSENT:**

10 **I HEREBY CERTIFY** that the foregoing is a true and correct copy of an ordinance duly and  
11 regularly introduced, passed, and adopted by the City Council of the City of Concord, California.

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By: \_\_\_\_\_  
Joelle Fockler, MMC  
City Clerk

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Exhibit A Amendments to Concord Municipal Code Title 18 (Development Code), Chapter  
18.180 (Signs), Sections 18.20.030 (Definitions), 18.180.040 (Review authority),  
18.180.060 (Master sign programs), 18.180.080 (Prohibited signs), 18.180.110 (Sign  
19 regulations for specific uses), and 18.180.130 (Standards for specific sign types)

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## Sign Amendment

### 18.20.030 Definitions.

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**“Pylon sign” means a freestanding sign not shorter than twenty (20) feet and not exceeding sixty (60) feet in height that is detached from a building and is supported by one or more structural elements which are architecturally similar to the design of the sign. If there is more than one pylon sign proposed, then there may be a hierarchy to the pylon signs such that there is a variation in height among the proposed pylon signs.”**

### 18.180.040 Review authority.

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The review authority for sign plans and master sign programs shall be as follows:

- A. Design and site review approval shall be required for all sign plans and master sign programs.
- B. The planning division shall be the review authority for all signs, sign plans, and master sign programs, **except to the extent a conditional use permit is required pursuant to section 18.180.060(A)(3) in which case the review authority shall be either the planning commission or City Council under section 18.180.040(F).**
- C. The planning division may approve a sign plan with a total of 25 percent more sign area than required by this section when the planning division finds that the additional sign area is appropriate, results in an improved design, and is in accordance with the design criteria in CDC 18.180.140.
- D. The planning division may approve master sign programs with up to a 25 percent deviation from the requirements in this chapter, including total sign area allowed, size, height, number signs and sign locations, after finding that the deviations result in an improved design.
- E. The planning division or design review board may refer any master sign program with or without deviations from the requirements of this chapter to the planning commission for a decision.
- F. The planning division shall refer any master sign program to the planning commission when it is associated with another planning permit that requires review and approval by the planning commission **and to the City Council when it is associated with another planning permit that requires review and approval by the City Council.**
- G. The review authority may require conditions of approval that are reasonable and necessary to achieve the purposes of this chapter. [Ord. 13-5; Ord. 12-4. DC 2012 § 122-535].

### 18.180.060 Master sign programs.

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A master sign program (MSP) shall be required for any business or site with six or more signs. An MSP shall be required as described in subsections (A)(1) through **(4) (6)** of this section. The purpose of an MSP is to integrate all signs into a project’s design to achieve a unified architectural statement. An MSP provides a means for the flexible application of sign regulations

for sites with multiple signs and multi-tenant projects in order to encourage creativity and provide incentives to achieve, not circumvent, the intent of this chapter. Any aspect of proposed signage that is not addressed in the MSP shall be in compliance with this chapter.

A. Required. A master sign program shall be required for all of the following:

1. Multi-tenant centers, buildings, or developments with six or more separate tenant spaces that share the same parcel, building or structure, or use common access and parking facilities, public spaces, and landscaping, such as multi-tenant commercial and office buildings, shopping centers, office parks, and mixed-use developments;

2. Major rehabilitation or additions to existing nonresidential projects with five or more tenants, that involve construction or renovation of more than 25,000 square feet or 50 percent or more of the exterior of the building, or 25 percent of the existing signs on the site within a 12-month period, whichever is less. For the purposes of this chapter, major rehabilitation means adding or remodeling 50 percent of the gross floor area of the structures, or exterior redesign of more than 25 percent of any facade within the project;

**or**

**3. Pylon Signs. An applicant that seeks approval of a master sign program that includes any freeway oriented pylon sign(s) shall obtain approval of a use permit for said master sign program by the planning commission (or the City Council pursuant to section 18.180.040(F)). Pylon sign(s) may only be permitted if all of the following findings are made:**

- a. The general findings under section 18.435.060.**
- b. The pylon sign(s) must be part of a master sign program under section 18.180.060(A)(1).**
- c. The pylon sign(s) must serve a multi-tenant regional retail center development (with three or more separate tenant spaces) that consists of a minimum of three hundred thousand (300,000) square feet of retail and similar commercial uses directly abutting Interstate 680**
- d. The pylon sign(s) satisfy the definition of “pylon sign” under development code section 18.20.030 (Definitions) under “Sign-Related Terms.”**
- e. The pylon sign(s) are of appropriate size, scale, and design for the area in which it will be located.**
- f. The pylon sign(s) are of high quality in appearance, design, and construction, and will be subject to conditions, as appropriate, governing its design and operation.**

- g. The pylon sign(s) will not contribute to significant visual blight or clutter, and will not significantly degrade the visual quality of the area in which it will be located.**
- h. There shall be no more than one (1) pylon sign per each four hundred (400) feet of freeway frontage, taking into account the total freeway frontage of all parcels within the multi-tenant regional retail center development where the pylon sign(s) will be located; if this calculation results in less than a whole number then numbers shall be rounded down (e.g. 1,560 feet divided by 400 feet = 3.9, then only three pylon signs would be allowed)**
- i. No pylon sign(s) shall significantly impair public safety.**
- j. Any pylon sign may only be used to advertise the name of the business, type of business, or product manufactured, presented or sold on the premises by such person, firm, or corporation occupying the multi-tenant regional retail center development where the pylon sign(s) are located, and, upon advance written demand of the City, and to the extent allowed by law, to publicize City-run or City-sponsored events (or certain designated partners) and/or disseminate City of Concord news, traffic/safety/security announcements, and similar civic information and public service announcements.**
- k. The pylon sign(s) shall satisfy applicable requirements of the Outdoor Advertising Act (Business and Professions Code Sections 5200 through 5486, inclusive), as amended from time to time.**
- l. The pylon sign(s) shall satisfy applicable California Department of Transportation standards for freeway-oriented signs, as amended from time to time.**
- m. No pylon sign shall violate the provisions of section 18.180.080 (Prohibited signs).**
- n. The pylon sign(s) approved as part of the master sign program shall be built in a perpendicular manner (as is feasible based on site constraints in order to best maximize sign visibility) to the freeway and shall not be required to face any other public streets.**
- o. The parties (City and pylon sign applicant) shall have executed a license agreement addressing the terms and conditions of any approved electronic message display signs, including but not limited to message cycling, light intensity, and one-time license fees to be paid to the City. The terms and conditions of such license agreement are subject to the approval of the City Manager and the**

**City Attorney, with the final agreement be submitted to the City Council for consideration.”**

**4. Freeway-oriented wall signs that meet the standards under CDC 18.180.130 (Standards for specific sign types).**

**3.5.** When the planning division determines that a master sign program shall be required for a project due to special circumstances (e.g., the number or size of signs proposed, size or location of the project, or constrained visibility of the site relative to freeways, etc.).

**4.6.** A master sign program shall not be required for multi-tenant office buildings or business park developments where the proposed signage is limited to building identification signs and tenant identification signs as permitted in Table 18.180.110.

**18.180.080 Prohibited signs.**

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The following types and locations of signs or advertising devices are prohibited, except where exempted by CDC 18.180.120, Temporary signs, or allowed by Table 18.180.110:

- A. Abandoned signs;
- B. Any sign not specifically in accordance with the provisions of this chapter;
- C. Animated and moving signs, including human-powered signs, electronic message display signs **(except to the extent permitted in connection with freeway oriented pylon sign(s) as part of a master sign program)**, and variable intensity, blinking, or flashing signs that emit a varying intensity of light or color, except for public service signs, such as time-temperature displays (which are not considered signs), and barber poles;
- D. Brilliant Lights. Any sign with brilliant lighting that conflicts or interferes with traffic, both vehicular and pedestrian, from a public safety standpoint or affects adjacent properties, because of shape, design, color, or reflected light;
- E. Exposed Raceways. Individual letters mounted on an exposed electrical raceway instead of being mounted directly on a building wall or with the raceway designed to be hidden by the design of the sign;
- F. Fences. Signs attached to fences;
- G. Freeway oriented signs, as follows:
  - 1. The construction, relocation, or maintenance of off-premises freestanding signs within 660 feet, zero inches of any freeway is hereby prohibited, unless otherwise provided by the provisions of the Outdoor Advertising Act (Business and Professions Code Sections 5200 through 5486, inclusive).
  - 2. The provisions of this subsection shall not apply to signs for any business or building that is located within 660 feet of any freeway; provided, that such signs conform to the requirements of Business and Professions Code Section 5405(a) (the Outdoor

Advertising Act), and are oriented to the local street system and not to be viewed primarily from the freeway **(except to the extent located at a multi-tenant regional retail center development (with three or more separate tenant spaces) that consists of a minimum of three hundred thousand (300,000) square feet directly abutting Interstate 680 and approved as part of a master sign program, in which case both pylon sign(s) and wall sign(s) on the exterior façade(s) of buildings may be freeway oriented )**, and further provided, that the sign(s) are limited to the name **of the business**, type of business, or product manufactured, **presented or sold** on the premises by such person, firm, or corporation occupying the building **or site where the sign(s) are located**; or a sign not exceeding six square feet pertaining only to the lease, hire, sale, or display of the building or premises **where the sign is located; or a pylon sign(s) and/or wall sign(s) approved as part of a master sign program pursuant to section 18.180.060(E)**;

H. Light Standards. Signs attached to light standards, unless part of a master sign program;

I. Obscene Matter. Any advertising structure or sign, with any statement or words of an obscene, indecent, or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or which is of indecent or immoral character;

J. Off-site signs, except as otherwise permitted, including:

1. Billboards or other outdoor advertising structures; or

2. Signs affixed to vehicles or trailers that advertise or promote a business that are not parked in areas provided for vehicle storage, or are not parked adjacent to the business, or are parked in parking lots longer than necessary;

K. Pole signs;

L. Public Rights-of-Way. Signs placed in public rights-of-way or affixed to an element or structure in the public rights-of-way, or on a publicly owned tree, fence, utility pole or otherwise posted on public property, except where required by a governmental agency as allowed in CDC 18.180.070;

M. Rapid Transit Right-of-Way. Signs in rapid transit right-of-way or oriented strictly towards the rapid transit rights-of-way;

N. Roof Signs. Signs painted or mounted on roofs or placed above the roofline (except as specifically allowed in this chapter); and

O. Temporary and portable signs, except as specifically allowed in this chapter, including the following:

1. Flags;

2. Inflatable balloon objects, animals, or signs, including balloon strings, and other devices made of a flexible material and filled with air;

- 3. Pennants and streamers, except in conjunction with an athletic event, or approved carnival, circus, or fair; or
- 4. Portable signs, including flags, feather signs, and A-frame signs, except real estate signs. [Ord. 13-5; Ord. 12-4. DC 2012 § 122-539].

**18.180.110 Sign regulations for specific uses.**

Table 18.180.110 identifies sign standards for specific land uses, including new automobile dealerships, theaters, drive-in and drive-through uses, and service stations. Where the provisions in this section are different than the provisions in Table 18.180.100, the regulations in Table 18.180.110 shall prevail. This section is intended to recognize several factors:

- A. Different land use categories have different requirements for signage;
- B. A single district may allow multiple uses that have different requirements, particularly the mixed-use districts;
- C. Allowing uses with a lesser need for signage visibility (manufacturing or warehouse) the same signage allowed for uses with a greater need for visibility (retail) that are permitted in the same zoning district can create unnecessary and excessive signage; and
- D. Land uses that are legal nonconforming could be jeopardized if they are not allowed signs appropriate to their actual use but are instead confined to signage appropriate only to conforming uses.

**E. Exceptions. A master sign program may allow deviations from the requirements of this section in compliance with CDC 18.180.060 (Master sign programs).**

Table 18.180.110

**Sign Regulations for Specific Uses**

Use	Sign Type	Maximum Number Permitted	Maximum Area Per Sign	Maximum Total Signage	Maximum Height
Area Identification Signs	Freestanding	1 per primary entrance or 1 per frontage	Residential 20 sf per entrance	max. 60 sf	6 ft.
			CO, CMX, NC, SC, RC, DMX, WMX 1/8 sf per 100 sf site area	max. 200 sf	
			OBP, IBP, IMX, HI 1/8 sf per 160 sf site	max. 200 sf	

			area		
<b>New Automobile Dealership</b>	Primary Wall (building)	As approved by sign plan or master sign program	100 sf max. per sign	300 sf max. for all Primary Wall	NA
	Secondary Wall signs (to identify services)	As approved by sign plan or master sign program		No limit on number 50 sf max. for all Secondary Wall	NA
	Freestanding	1 sign per street frontage	100 sf max. per sign		20 ft. max. height
	Minor Freestanding circulation	1 sign per driveway	8 sf	No limit	4 ft. tall
	Promotional signs including flags, pennants, streamers, balloons (excluding rooftop inflatable figures and searchlights), feather, a-frame, lawn signs, banners, signs on light poles and fixtures		No limit on number or type, except inflatable or balloon signs are limited to a max. of 10 days/year, see CDC 18.180.120		NA
<b>Bulletin Boards</b>	Wall	1	15 sf	15 sf	5 ft.
	Freestanding				
<b>Churches, Schools and similar Public or Quasi-Public Facilities</b>	Wall	1	25 sf	50 sf (unless otherwise approved with a sign plan or master sign program)	5 ft.
	Freestanding	1	25 sf		
<b>Hospitals</b>	Wall	As approved by master sign program			8 ft.
	Freestanding				
<b>Memorial signs</b>	Wall	1	4 sf	4 sf	NA
<b>Menu/Order Board Sign</b>	Freestanding	2	40 sf per sign	80 sf	6 ft.
<b>Service Stations</b>	Wall Primary Establishment	1 per street frontage	40 sf	max. 100 sf for all attached signs including canopy and sub-establishment	NA
	Pump Island Canopy	1 per street frontage	2 sf sign area per one lf building frontage		NA
	Wall Sub-establishment, when incorporated with	1 per street	40 sf		NA

	sign for primary establishment	frontage			
	Freestanding with gas prices incorporated	1	50 sf		6 ft.
<b>Theaters</b>	Wall Freestanding	Changeable Copy	As approved by master sign program		

Notes:

1. Sign plans and master sign programs require design and site review permit approval.
2. Sites with two to five signs require a sign plan and sites with six or more signs require a master sign program.
3. Design and site review applications for sign plans and master sign programs may be approved administratively for signs that meet the above requirements.
4. Staff may approve deviations to the above requirements up to 25 percent of the requirements.
5. Staff may refer a sign plan or master sign program to the design review board, to assure compliance with the design standards in the development code or design guidelines.
6. Sign proposals that deviate more than 25 percent total (area, height, or number of signs) shall be approved by the design review board and may be referred to the planning commission for approval.

[Ord. 13-5; Ord. 12-4. DC 2012 § 122-542].

**18.180.130 Standards for specific sign types**

In addition to the sign requirements in CDC 18.180.090, 18.180.100, 18.180.110, and 18.180.120, the following requirements shall apply to the specific sign types:

A. A-Frame Signs. Allowed only at sidewalk cafes in the downtown. See CDC 18.200.190 (Sidewalk cafes and outdoor eating areas). A-frame signs shall conform to the following requirements:

1. No more than one A-frame sign per street frontage shall be allowed.
2. Each sign shall not exceed a width of 30 inches nor a height of 48 inches.
3. A-frame signs shall be placed so that they do not:
  - a. Obstruct required ADA sidewalk clearance;
  - b. Impede any line of sight for motorists or bicyclists at public street intersections;
 or

c. Interfere with people exiting or entering parked cars.

4. The signs shall be stabilized to withstand wind gusts or shall be removed during windy conditions.

B. Area Identification Signs. Area identification signs shall be allowed for any identifiable area, as defined in CDC 18.20.030 (Definitions) and shall conform to the following requirements:

1. The sign design, including the structural materials, shall be compatible with and complementary to the structure or area being identified; and

2. The sign base shall be located within a planter box or planting area, the design and location of which is to be approved by the planning division.

C. Awning Signs. Awning signs shall conform to the following requirements:

1. Signs on awnings shall be limited to ground level or second story occupancies only; and

2. Awnings shall not be illuminated unless they are the main sign for the establishment. Only direct exterior lighting shall be allowed; internal illumination shall be prohibited.

D. Changeable Copy Signs. Changeable copy signs shall conform to the following requirements:

1. Area Allowed. The maximum area for changeable copy signs, except for theaters as approved by the review authority, shall be 20 square feet.

2. Sign Type. Only manual changeable copy signs shall be permitted in the city. Electronic changeable copy signs (e.g., electronic reader boards) shall be prohibited except for community service signs.

E. Community Interest Group Signs. Community interest group signs (e.g., fraternal, benevolent, social services, religious organizations) shall conform to the following requirements:

1. Prior to the installation of any such structures, the planning division shall review and approve the size, height, width, and general design as in keeping with the standards set forth as follows:

a. All composite signs shall be low profile, not exceeding six feet in height;

b. The maximum sign size shall not exceed 32 square feet; the maximum dimensions are not to exceed 10 feet, zero inches;

c. The sign base shall be architecturally designed and located in a landscaped island; and

d. The location of the sign shall be erected so as not to block clear line of sight of approaching automobiles or pedestrians.

2. Only one of each such sign shall be permitted at each main entrance to the city, including Bailey Road, Clayton Road, Concord Avenue, Cowell Road, Kirker Pass Road, Monument Boulevard, Oak Grove Road, Pt. Chicago Highway, Solano Way, Treat Boulevard, Willow Pass Road, and Ygnacio Valley Road.

F. Directional Signs (On-Site). On-site directional signs shall conform to the following requirements:

1. One directional sign shall be allowed per driveway or service entrance.
2. Each directional sign shall be set back a minimum of five feet from a public right-of-way.
3. The maximum area of each directional sign shall be six square feet. A larger sign may be allowed by the planning division and city engineer based upon unique site or project characteristics.

G. Directory Signs (On-Site). On-site directory signs shall conform to the following requirements:

1. One attached directory sign shall be permitted per building frontage. Additional signs may be allowed by the planning division if a health and safety need is demonstrated.
2. Freestanding directory signs no more than 30 inches in height and four square feet shall be allowed and shall not count towards the allowed signage for the site; larger signs shall count towards the allowed signage.

H. Projecting or Shingle Signs. Projecting signs shall conform to the following requirements:

1. Area to be computed on one surface area only.
2. The sign projection shall not extend more than three feet from the building to which it is attached.
3. The lowest point of the sign shall be eight feet above grade.
4. The top of the sign shall not exceed the lesser of 14 feet, eave height, parapet height, or sill height of a second floor window. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.
5. The projecting sign shall be erected in such a manner so as not to create a traffic hazard to vehicles or pedestrians.
6. The sign shall be suspended with a clear space of at least six inches between the sign and the building.
7. Sign supports and brackets shall be compatible with the design and scale of the sign and building design.

I. Under-Canopy Signs. Suspended under-canopy signs shall conform to the following requirements:

1. Under-canopy signs shall have a maximum area of five square feet.
2. The lowest point of the sign shall be eight feet above grade.
3. The sign shall be suspended with a clear space of at least six inches between the sign and the building.
4. Sign supports and brackets shall be compatible with the design and scale of the sign and building design.

J. Roof Signs. Where permitted, roof signs shall conform to the following requirements:

1. Roof signs shall only be permitted on single-story buildings;
2. Signs shall only consist of individually mounted cut-out letters or symbols or be mounted on a vertical surface that is a part of the roof's structural design;
3. For individual letter signs, the distance from the top of the sign to the ridge of the roof shall be equal to, or greater than, the distance from the bottom of the sign to the eave line;
4. Signs shall be mounted back from the outside edge of the fascia or eave of the roof as approved by the design review board;
5. Signs shall be parallel with store front;
6. Spotlights and luminaires for indirect illumination of the sign shall be screened from direct view; and
7. Structural support for signs shall be unobtrusive. Struts, braces, and guy wires shall not be visible by pedestrians and passing traffic.

K. Freestanding Signs. Freestanding signs shall conform to the following requirements:

1. Materials and design for freestanding signs shall be complementary to the materials and design of the buildings for the related development. For example, if the facade of the building is made of brick or brick veneer, a complementary freestanding sign would also include brick.
2. Landscaping shall be provided at the base of the sign. At a minimum, landscape area shall be equal to the area of the sign. Landscaping shall be complementary to the landscaping for the overall site. The design of the landscaping shall be such that natural growth will not obscure the sign from the public right-of-way.
3. Freestanding signs shall be separated by a minimum of 75 feet to ensure adequate visibility for all signs. The planning division may reduce this requirement where the

locations of existing signs on adjacent properties make this standard impractical or there is no other alternative.

4. All freestanding signs shall be set back a minimum of five feet from a public right-of-way.

L. Murals. A mural without text visible from the public right-of-way shall not count towards the allowed signage on a property; a mural with text visible from the public right-of-way shall comply with the sign area limitations applicable to the site. The mural shall be provided with a graffiti-resistant coating at the time of installation.

M. Skyline Signs. Skyline signs shall conform to the following requirements:

1. Each skyline sign shall be designed as an integral part of the building design and placed on a permanent architectural element which has been designed to accommodate a sign.

2. Skyline signs may be internally or externally illuminated.

N. Wall Signs. Wall signs shall conform to the following requirements:

1. Wall signs shall be compatible with the predominant visual architectural elements of the building facade.

2. Wall signs shall not project more than 12 inches from the building facade.

3. Wall sign raceways shall be concealed from public view (e.g., within the building wall or otherwise integrated with the design of the sign and building) so as to not detract from the architectural character of the building.

4. Channel letters, reverse channel letters, and pushpin letters are preferred in place of can signs.

5. Signs containing multiple elements (e.g., logo and text) on one facade shall be designed so that the multiple elements are located and scaled in relationship to each other.

**6. Tenant (name) signage (including logos) of those businesses occupying a multi-tenant regional retail center development that is at least three hundred thousand (300,000) square feet shall be permitted to be placed on the rear fascia of the buildings immediately adjacent to the freeway. Such signage shall be approved as part of the approval of the master sign program. In addition, businesses occupying said multi-tenant regional retail center development may advertise (utilizing stationary advertising locations as identified in the approved master sign program) those products manufactured or sold or presented on the premises.**

**7. For those businesses occupying a multi-tenant regional retail center development that is at least three hundred thousand (300,000) square feet, which**

**are located in a corner building of said center, may be allowed to have three (3) building top fascia signs, one (1) on each of the building elevations. Buildings larger than twenty thousand (20,000) square feet in said center, and located in a corner building, may be allowed to have secondary signage (lower than the building top fascia signage) on each elevation of the building and such signage may display the name or type of the business or product being offered or housed in the building. Such signage shall be approved as part of the master sign program.**

O. Window Signs. Window signs shall conform to the following requirements:

1. Window signs shall be allowed only on windows located on the ground level and second story of a structure.
2. Paper or printed signs shall not cover more than 10 percent of all window area, and the signs shall not exceed 50 percent of any single window pane.
3. Window signs shall consist of individual letters, logos, or symbols applied to, stenciled on, or etched into the glass surface, except that neon signs with transparent backgrounds may be hung inside the window glass. [Amended during 2014 recodification; Ord. 13-5; Ord. 12-4. DC 2012 § 122-544].