

## **Chapter 11 – Signage**

This Chapter recommends standards for permitted and prohibited signage for the Downtown Specific Plan area. The intent of this Chapter is to preserve and enhance the appearance and safety of Downtown Martinez by encouraging signage that communicates clearly to Downtown visitors, residents and employees. This Chapter is organized as follows:

- 11 Signage Standards
  - 11.1 Applicability
  - 11.2 Signs Permitted in All Areas
  - 11.3 Prohibited Signs
  - 11.4 Area-Specific Design Standards

### **11.1 APPLICABILITY**

This Chapter is intended to supplement the existing City regulations for signs, which are contained in Chapter 16.20 of the City Code. Exceptions to the existing regulations are noted below and will supersede the conflicting section in the City Code, when adopted as amendments to the City Sign Ordinance.

### **11.2 SIGNS PERMITTED IN ALL AREAS**

The following types of signs are permitted in all Downtown Specific Plan areas. Unless otherwise noted, the City Code standards shall apply.

#### **11.2.1 Permitted for All Uses**

- a) Temporary signs
- b) Directional signs
- c) Flags
- d) Political Signs
- e) Occupancy signs
- f) Real estate signs
- g) Future use signs
- h) Noncommercial signs
- i) Signs for nonconforming uses

#### **11.2.2 Residential Uses**

For residential development requiring Design Review and consisting of more than 10 dwelling units, one on-premises wall sign or monument sign not exceeding twelve square feet in area per display face, is permitted. Monument signs may not exceed four feet in overall height.

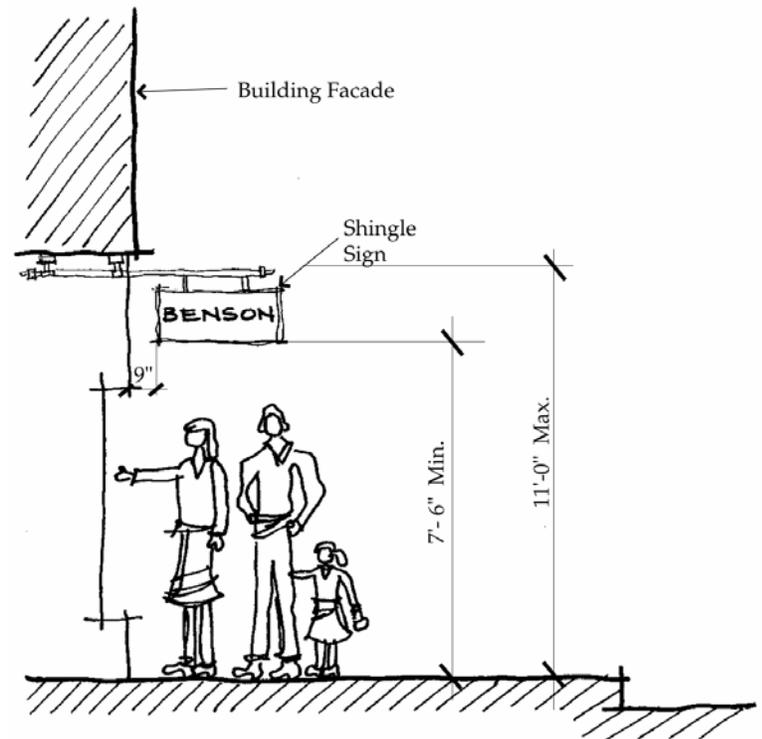
### 11.2.3 Non-Residential Uses

Each business may be permitted to have no more than two signs. Signs may be of the following types:

- a) Awning valence signs: One sign per street level business façade, not exceeding 50% of the awning valence area and centered on the awning valence, is permitted. No additional lighting for the awning valence is permitted.
- b) Wall signs: One sign per street level business affixed to the building wall directly abutting the use and/or occupancy being identified and directly facing a street. A maximum of one square foot of sign per foot of street frontage for the use or occupancy, not to exceed one hundred square feet per sign. Sign colors should be compatible with building colors. External illumination of wall signs is permitted.

- c) Shingle and suspended signs: One sign per street level business. A maximum of four square feet of sign area. Shingle and suspended signs should be of wood or material simulating wood, suspended from the underside of a pedestrian canopy or awning directly adjacent to the business identified on the sign. Shingle and suspended signs shall be oriented perpendicular to the adjacent wall of the building being identified and attached in a manner acceptable to the Building Official that prevents swinging. No portion of the sign shall be more than 11 feet from the finished grade of the ground below the sign nor less than 7-1/2 feet above any pedestrian walkway. The provisions of this section supersede those of Section 16.32.070 of the City Code.

#### GUIDELINES FOR SIGNAGE



- d) Street Level Window Signs: Two signs per street level business per building façade located on or adjacent to the inner window surface and directly facing a street. Signs may not exceed 15% of the window area or nine square feet, whichever is smaller. The use of gold or silver leaf or metallic vinyl is encouraged, with a drop shadow behind the letters to increase visibility.

- e) Upper Floor Window Signs: A maximum of one window sign per upper floor business per building façade, with each window sign not to exceed 15 square feet each and not directly illuminated. The use of gold or silver leaf or metallic vinyl is encouraged, with a drop shadow behind the letters to increase visibility. Colors should match or complement the street level display window sign of the same building.

### **11.3 PROHIBITED SIGNS**

The following types of signs as defined in Chapter 16.20 of the City Code are prohibited within the Downtown Specific Plan area:

- a) Free-standing signs, including, but not limited to, pole-mounted signs.
- b) Off-site signs, including, but not limited to, billboards.
- c) Electric signs.
- d) Sign towers.
- e) Roof signs.