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OAKLAND

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APPROVED AS TO FORM AND LEGALITY

Mark A. Wald
CITY ATTORNEY

INTRODUCED BY COUNCILMEMBER _____

ORDINANCE NO. _____ C.M.S.

AN ORDINANCE ADOPTING NEW CONTROLS FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS WITHIN ALL COMMERCIAL, INDUSTRIAL, S-1, S-2, S-3, S-8, AND S-15 ZONES.

WHEREAS, the current Oakland Planning Code ("OPC") allows Business Signs in certain commercial, industrial, and special zones of up to 700 square feet of display surface on any one face, as a matter of right without regard to the size of the property on which they are situated, or proximity to residential facilities; and

WHEREAS, the current OPC allows freestanding Business Signs in certain commercial, industrial, and special zones of up to 35 feet in height as a matter of right without regard to the size of the property on which they are situated or proximity to residential facilities; and

WHEREAS, in certain commercial, industrial, and special zones, the current OPC has no limit on the aggregate area of display surface of all signs on a lot, or to the number of individual signs on a lot, without regard to the size of the property on which they are situated, or proximity to residential facilities; and

WHEREAS, in recent years, the City of Oakland has adopted stringent design review standards regulating the construction of commercial and residential structures especially in areas where such construction can have an impact on existing residential structures, and

WHEREAS, in recent years the City of Oakland has adopted increasingly stringent sign regulations because of the deleterious impact large unregulated signs can have in commercial and residential areas; and

WHEREAS, the intent of current zoning in districts where more stringent sign regulations have not yet been adopted is to allow businesses that occupy large lots or large buildings the flexibility to design an appropriately sized sign for their business; and

WHEREAS, current failure of the zoning ordinance to regulate the size of certain signs as described above can result in the construction of signs whose display area or height is incompatible with small lots and in certain circumstances would be detrimental to the neighborhood in which they are situated due to their inappropriate size and/or height; and

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WHEREAS, the construction of an inappropriately large or tall sign on a small lot in an existing neighborhood without City review could adversely affect the health, safety, and welfare enjoyed by persons in the neighborhood by causing visual blight that would negatively affect the quality of life of the surrounding residents, and would disrupt the orderly development of the surrounding neighborhood; and

WHEREAS, the failure of the City to properly regulate signs in areas otherwise not subject to design review can undermine the City's efforts to improve the urban design of the areas at issue; and

WHEREAS, such large or tall signs are not currently effectively regulated by the Planning Code in all zones; and

WHEREAS, on December 17, 2002, the City Council adopted Ordinance No. 12461 C.M.S., on an emergency basis, which established interim controls on the issuance of building, zoning, and other permits for the construction of new business, civic and residential signs within all commercial, industrial, S-1, S-2, S-3, S-15, and S-16 zones; and

WHEREAS, at that time the City Council directed the Community and Economic Development Agency to initiate an analysis to examine appropriate land use controls and other strategies which address the land use compatibility issues and visual blight impact related to business signs; and

WHEREAS, on December 16, 2003 the City Council extended the emergency ordinance through adoption of Ordinance No. 12563 C.M.S.; and

WHEREAS, the interim controls will expire on June 16, 2004, and

NOW, THEREFORE, the Council of the City of Oakland does ordain as follows:

SECTION 1. The City Council finds and determines the foregoing recitals to be true and correct and hereby makes them a part of this ordinance.

SECTION 2. The City Council finds and determines, for the reasons stated in the recitals, the adoption of this ordinance is exempt from CEQA under Sections 15061(b)(3), 15305, and 15311 of the State CEQA Guidelines.

SECTION 3. The Oakland Planning Code is hereby amended to add, delete, or modify sections as set forth in Attachment A of this document, which is hereby incorporated by reference as if fully set forth herein.

SECTION 4. The interim controls adopted in Ordinance Nos. 12461 & 12563 C.M.S. shall no longer be in effect upon the effective date of this ordinance. This ordinance, pursuant to Charter section 216, shall be effective immediately if approved by

six members of the City Council; otherwise, it shall be effective upon the seventh day after final adoption.

SECTION 5. If any section, subsection, phrase, word or provision of this ordinance or the application thereof to any person or circumstances is held invalid, the remainder of this ordinance and the application of such provisions to other persons or circumstances shall not be affected thereby.

SECTION 6. The City of Oakland, consistent with current policy and practice, does not intend to and does not discriminate against non-commercial speech and does not favor commercial over non-commercial speech. All Oakland Municipal Codes, Oakland Planning Codes and other City codes, ordinances, resolutions or policies shall continue to be interpreted in such a manner.

SECTION 7. That whenever the design review procedures in Chapter 17.136 are applied to signs, Oakland's Small Project Design Guidelines, as amended, shall be used in evaluating the design review applications.

In Council, Oakland, California, _____ 2004, Passed By The Following

Vote:

AYES- BROOKS, BRUNNER, CHANG, NADEL, REID, QUAN, WAN,
AND PRESIDENT DE LA FUENTE

NOTES-

ABSENT-

ABSTENTION-

Introduction Date:

JUN 1 2004

ATTEST: _____

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

MPW

AN ORDINANCE ADOPTING NEW CONTROLS FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS WITHIN ALL COMMERCIAL, INDUSTRIAL, S-1, S-2, S-3, S-8, AND S-15 ZONES.

NOTICE AND DIGEST

By this ordinance, the Oakland City Council adopts permanent controls to regulate the size and height of Business, Civic, and Residential Signs.

MPW

REVISED AT CEDC

ATTACHMENT A

AMENDMENTS TO OAKLAND PLANNING CODE RELATING TO BUSINESS, CIVIC AND RESIDENTIAL SIGNS

The Oakland Planning Code is amended as follows. Section numbers and titles are indicated in **bold type**, additions are indicated by underlining, and deletions are indicated by ~~strike-out type~~. Portion of the code not cited, or not shown in underlining or in strike-out type, are not changed.

C-5 NEIGHBORHOOD COMMERCIAL ZONE REGULATIONS

17.34.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility, other than a Secondary Unit, shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves ~~frequent and periodic~~ changes of copy. (Ord. 12501 § 50, 2003; Ord. 11904 § 5.62 (part), 1996; prior planning code § 4202)

17.34.120 LIMITATIONS ON SIGNS, MARQUEES, AND AWNINGS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. However, a larger area may be approved, pursuant to Section 17.34.020, upon determination that the signing will be of high quality and will make a definite positive contribution to the desired visual character of the surrounding area. The aggregate area shall include only one face of double faced Signs and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot. In no case shall the maximum aggregate area of display surface of all Signs along any one establishment front facade exceed ten percent of the facade or wall upon which the Sign is displayed.~~

~~C. Maximum Projection from Building.~~

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1. ~~Shingle-type Signs may project horizontally as much as thirty (30) inches from the building to which they are attached if they meet all the following requirements:~~

a. ~~The Sign shall contain no more than five square feet of display surface area on any one face.~~

b. ~~The Sign shall not project above the roof line or parapet wall of the building to which it is attached or no higher than fourteen (14) feet above finished grade, whichever is lower.~~

c. ~~The bottom of the Sign shall be no lower than ten feet above the sidewalk.~~

d. ~~The illumination, if any, of the Sign shall be indirect.~~

e. ~~No establishment shall have more than one such Sign on each street upon which the establishment abuts.~~

f. ~~The premises upon which the Sign is located shall contain no freestanding Signs.~~

2. ~~No other Sign which is attached to a building shall project more than one foot beyond the building wall.~~

D. ~~Freestanding Signs.~~

1. ~~No Sign, other than a Special Sign, which is not attached to a building shall be permitted except upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the proposal conforms to all of the following criteria:~~

a. ~~That the Sign is the most feasible means by which the establishment on the premises can provide the same degree of identification as available to other activities on adjoining premises without freestanding Signs;~~

b. ~~That the Sign will not provide greater identification than available to establishments on adjoining premises;~~

c. ~~That the Sign will not adversely affect the preservation of property values in the vicinity.~~

2. ~~No Sign, other than a Special Sign, which is not attached to a building shall extend more than twenty (20) feet above finished grade or more than the height of the adjacent building, if any, on the same lot, whichever is lower.~~

E. ~~Maximum Height of Signs Attached to a Building. No Sign, other than a Special Sign, which is attached to a building may extend above the roof line or parapet wall of the building.~~

F. ~~Prohibition of Specific Signs. No Sign, other than a Special Sign, which is any of the following shall be located in the C-5 zone:~~

1. ~~Moving Signs;~~

2. ~~Signs with flashing illumination, except for time and temperature units;~~

3. ~~Pennants, streamers, propellers, or similar devices;~~

4. ~~Signs utilizing two or more light bulbs on a wire;~~

5. ~~Portable Signs and A-board freestanding Signs;~~

6. ~~Dilapidated or abandoned Signs, and Signs in disrepair or in dangerous condition;~~

7. ~~Signs bearing product or brand identification except for Signs behind a display window.~~

G. ~~Restrictions on Sale Signs Behind Display Windows. Each establishment may maintain a temporary Sign on a window of the premises for the purpose of calling attention to special sales or promotions on the premises, subject to the following requirements:~~

- ~~1. The Sign shall legibly display on its face the date the Sign was installed.~~
- ~~2. The Sign shall be removed at the end of the sale or promotion for which it was erected or within fourteen (14) days following installation, whichever is sooner.~~
- ~~3. No more than twenty (20) percent of the total window area shall be covered by the window Sign. (Prior planning code § 4212)~~

C-10 LOCAL RETAIL COMMERCIAL ZONE REGULATIONS

17.36.035 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.36.110 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

B. Business, Civic, and Residential Signs. ~~No single Business, Civic, or Residential Sign shall have a display surface greater than fifty (50) square feet on any one face, unless it is flat against the wall of a building and does not extend outward therefrom more than eighteen (18) inches nor at all above the roof or parapet wall of the building. All Business, Civic, and Residential Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except in the case of Signs behind a display window and except for Civic or Residential Signs with a display surface not greater than one square foot on any one face, include any pennants, streamers, propellers, or similar devices.~~

C. Development Signs. ~~All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer time period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

~~No Development Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Development Sign which is not attached to a building shall extend more than twenty-four (24) feet above finished grade. All Development Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices.~~

~~D. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. No Realty Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Realty Sign which is not attached to a building shall extend more than six feet above finished grade. All Realty Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices. (Prior planning code § 4263)~~

C-20 SHOPPING CENTER COMMERCIAL ZONE REGULATIONS

17.38.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility, other than a Secondary Unit, shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy. (Ord. 12501 § 55, 2003; Ord. 11904 § 5.63 (part), 1996; prior planning code § 4302)

17.38.090 LIMITATIONS ON SIGNS.

A. General Limitation. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Business, Civic, and Residential Signs. No single Business, Civic, or Residential Sign shall have a display surface greater than fifty (50) square feet on any one face, unless it is flat against the wall of a building and does not extend outward therefrom more than eighteen (18) inches nor at all above the roof or parapet wall of the building. However, one Business Sign for each abutting street may, regardless of location with respect to a building, have a display surface of not more than three hundred (300) square feet on any one face if it serves to identify an integrated shopping center including at least five firms engaging in Commercial Activities. All Business, Civic, and Residential Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except in the case of Signs behind a display window and except for Civic or Residential Signs with a display surface not greater than one square foot on any one face, include any pennants, streamers, propellers, or similar devices.~~

~~C. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer time period may be permitted upon the granting of a conditional use~~

permit pursuant to the conditional use permit procedure in Chapter 17.134. No Development Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Development Sign which is not attached to a building shall extend more than twenty-four (24) feet above finished grade. All Development Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices.

~~D. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. No Realty Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Realty Sign which is not attached to a building shall extend more than six feet above finished grade. All Realty Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices. (Prior planning code § 4313)~~

C-25 OFFICE COMMERCIAL ZONE REGULATIONS

17.40.030 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves frequent and periodic changes of copy. (Ord. 11904 § 5.62 (part), 1996: prior planning code § 4352)

17.40.120 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Business, Civic, and Residential Signs. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be either fifty (50) square feet, or, in the case of an interior lot, one square foot for each one foot of street line abutting the lot, or, in the case of a corner lot, 0.5 square foot for each one foot of street line abutting the lot, whichever is applicable and results in the lesser aggregate area. In any of the foregoing cases, any such Sign located behind a display window and any such Sign with a display surface not greater than one square foot on any face shall be exempt from said maximum aggregate area. No single Business, Civic, or Residential~~

~~Sign which is attached to a building shall have a display surface greater than six square feet on any one face, unless it is flat against a wall of the building and does not extend outward therefrom more than eighteen (18) inches. No Business, Civic, or Residential Sign which is attached to a building shall extend above the roof or parapet wall thereof. No single Business or Residential Sign which is not attached to a building shall have a display surface greater than twelve (12) square feet on any one face, nor extend more than six feet above finished grade. No single Civic Sign which is not attached to a building shall have a display surface greater than thirty (30) square feet on any one face, nor extend more than twelve (12) feet above finished grade. All Business, Civic, and Residential Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except in the case of Signs behind a display window and except for Civic or Residential Signs with a display surface not greater than one square foot on any one face, include any pennants, streamers, propellers, or similar devices.~~

~~C. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer time period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134. No Development Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Development Sign which is not attached to a building shall extend more than twenty-four (24) feet above finished grade. All Development Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices.~~

~~D. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. No Realty Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Realty Sign which is not attached to a building shall extend more than six feet above finished grade. All Realty Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices. (Prior planning code § 4363)~~

C-27 VILLAGE COMMERCIAL ZONE REGULATIONS

17.42.030 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere

changes of copy, including cutouts, on signs the customary use of which involves frequent and periodic changes of copy. (Ord. 11904 § 5.62 (part), 1996; prior planning code § 4402)

17.42.120 LIMITATIONS ON SIGNS, MARQUEES, AND AWINGS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

B. Restriction on Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. However, a larger area may be approved, pursuant to Section 17.12.030, upon determination that the signing will be of high quality and will make a definite positive contribution to the desired visual character of the surrounding area. The aggregate area shall include only one face of double-faced Signs and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot. In no case shall the maximum aggregate area of display surface of all Signs along any one establishment front facade exceed ten percent of the facade or wall upon which the Sign is displayed.

C. Maximum Projection from Building.
1. Shingle type Signs may project horizontally as much as thirty (30) inches from the building to which they are attached if they meet all the following requirements:
a. The Sign shall contain no more than five square feet of display surface area on any one face.
b. The Sign shall not project above the roof line or parapet wall of the building to which it is attached or no higher than fourteen (14) feet above finished grade, whichever is lower.
e. The bottom of the Sign shall be no lower than ten feet above the sidewalk.

d. The illumination, if any, of the Sign shall be indirect.
e. No establishment shall have more than one such Sign on each street upon which the establishment abuts.
f. The premises upon which the Sign is located shall contain no freestanding Signs.
2. No other Sign which is attached to a building shall project more than one foot beyond the building wall.
D. Freestanding Signs:

1. No Sign other than a Special Sign, which is not attached to a building shall be permitted except upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the proposal conforms to all of the following criteria:
a. That the Sign is the most feasible means by which the establishment on the premises can provide the same degree of identification as available to other activities on adjoining premises without freestanding Signs;
b. That the Sign will not provide greater identification than available to establishments on adjoining premises;

~~e. That the Sign will not adversely affect the preservation of property values in the vicinity.~~

~~2. No Sign, other than a Special Sign, which is not attached to a building shall extend more than~~

~~twenty (20) feet above finished grade or more than the height of the adjacent building, if any, on the same lot, whichever is lower.~~

~~E. Maximum Height of Signs Attached to a Building. No Sign, other than a Special Sign, which is attached to a building may extend above the roof line or parapet wall of the building.~~

~~F. Prohibition of Specific Signs. No Sign, other than a Special Sign, which is any of the following shall be located in the C-27 zone:~~

~~1. Moving Signs;~~

~~2. Signs with flashing illumination, except for time and temperature units;~~

~~3. Pennants, streamers, propellers, or similar devices;~~

~~4. Signs utilizing two or more light bulbs on a wire;~~

~~5. Portable Signs and A board freestanding Signs;~~

~~6. Dilapidated or abandoned Signs, and Signs in disrepair or in dangerous condition;~~

~~7. Signs bearing product or brand identification except for Signs behind a display window.~~

~~G. Restrictions on Sale Signs Behind Display Windows. Each establishment may maintain a temporary Sign on a window of the premises for the purpose of calling attention to special sales or promotions on the premises, subject to the following requirements:~~

~~1. The Sign shall legibly display on its face the date the Sign was installed.~~

~~2. The Sign shall be removed at the end of the sale or promotion for which it was erected or within fourteen (14) days following installation, whichever is sooner.~~

~~3. No more than twenty (20) percent of the total window area shall be covered by the window Sign. (Prior planning code § 4413)~~

C-28 COMMERCIAL SHOPPING DISTRICT ZONE REGULATIONS

17.44.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves frequent and periodic changes of copy. (Ord. 11904 § 5.62 (part), 1996; prior planning code § 4427)

17.44.120 LIMITATIONS ON SIGNS, MARQUEES, AND AWNINGS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

B. Restriction on Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. However, a larger area may be approved, pursuant to Section 17.14.020, upon determination that the signage will be of a quality and character which harmonizes with the visual character of the surrounding area. The aggregate area shall include only one face of double-faced Signs and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot.

C. Maximum Size of Individual Free-standing Signs. No single Sign, other than a Special Sign, which is not attached to a building shall have a display surface greater than seventy-five (75) square feet on any one face.

D. Prohibition of Signs Above Roof Line. No sign, other than a Special Sign, which is attached to a building shall extend above the roof line or parapet wall thereof.

E. Maximum Projection Over Sidewalk.
1. No marquee, awning, or canopy, or Sign which is integrated in the design thereof, shall project horizontally more than seventy-five (75) percent of the distance from the lot line to the curb.

2. No other Sign shall project more than four feet beyond any street line.
F. Maximum Height of Free-standing Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than twenty (20) feet above finished grade or more than the height of the adjacent building, if any, on the same lot, whichever is lower.

G. Prohibition of Moving and Flashing Signs. All Signs shall be nonmoving.
Illumination, if any, of all Signs shall be nonflashing, except for time and temperature units;

H. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices;

I. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.
J. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. (Prior planning code § 4438)

C-30 DISTRICT THOROUGHFARE COMMERCIAL ZONE REGULATIONS

17.46.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL

SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.46.110 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No single Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face.~~

~~C. Restriction on Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof, except as follows:~~

~~1. Up to one-half the area of display surface of any Business, Civic, or Residential Sign which is supported by the street wall may extend above the roof line or parapet wall, but not to a height greater than ten feet above the roof line or parapet wall or thirty (30) feet above finished grade, whichever is lower.~~

~~2. A Business Sign serving Automotive Servicing Commercial Activities may extend above the canopy sheltering the gasoline pumps, but not to a height greater than thirty (30) feet above finished grade.~~

~~3. Any Business, Civic, or Residential Sign may be located or otherwise extend above the roof line or parapet wall, and may exceed the limitations in subsections (C)(1) and (2) of this section, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the building and the immediate surroundings. However, such permit shall not authorize the Sign to extend above the roof line or top of the parapet wall by more than twenty-five (25) percent of the height thereof, unless the overall height of the Sign above finished grade is not more than thirty (30) feet.~~

~~D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty (30) feet above finished grade.~~

~~E. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices. However, such devices may be displayed during openings and other special events, for not to exceed thirty (30) days in any one-year period.~~

~~F. Special Limitations on Service Station Signs. The following limitations shall apply to all Business Signs serving Automotive Servicing Commercial Activities:~~

~~1. The maximum aggregate area of display surface of all such Signs on any one lot shall be one square foot for each one foot of street line abutting the lot. However, Signs located behind a display window and Signs having a display surface with no face greater than one square foot shall not be counted in said aggregate area.~~

~~2. No single Sign shall have a display surface greater than seventy-five (75) square feet on any one face.~~

~~3. Illumination, if any, of all such Signs shall be nonflashing. (Prior planning code § 4463)~~

C-31 SPECIAL RETAIL COMMERCIAL ZONE REGULATIONS

17.48.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves frequent and periodic changes of copy. (Ord. 11904 § 5.62 (part), 1996: prior planning code § 4477)

17.48.110 LIMITATIONS ON SIGNS, MARQUEES, AND AWNINGS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. However, a larger area may be approved, pursuant to Section 17.48.020, upon determination that the signing will be of high quality and will make a definite positive contribution to the desired visual character of the surrounding area. The aggregate area shall include only one face of double faced Signs and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot.~~

~~C. Maximum Size of Individual Freestanding Signs. No single Sign, other than a Special Sign, which is not attached to a building shall have a display surface greater than seventy-five (75) square feet on any one face.~~

~~D. Prohibition of Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall extend above the roof line or parapet wall thereof.~~

~~E. Maximum Projection Over Sidewalk.~~

~~1. No marquee, awning, or canopy, or Sign which is integrated in the design thereof, shall project horizontally more than seventy-five (75) percent of the distance from the lot line to the curb.~~

~~2. No other Sign shall project more than four feet beyond any street line.~~

~~F. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than twenty (20) feet above finished grade or more than the height of the adjacent building, if any, on the same lot, whichever is lower.~~

~~G. Prohibition of Moving and Flashing Signs. All Signs shall be nonmoving.~~

~~Illumination, if any, of all Signs shall be nonflashing, except for time and temperature units.~~

~~H. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices.~~

~~I. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

~~J. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities.~~

~~K. Removal of Nonconforming Existing Signs. See Section 17.114.170. (Prior planning code § 4488)~~

C-35 DISTRICT SHOPPING COMMERCIAL ZONE REGULATIONS

17.50.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.50.120 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No single Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face.~~

~~C. Restriction on Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof, except as follows:~~

~~1. Up to one half the area of display surface of any Business, Civic, or Residential Sign which is supported by the street wall may extend above the roof line or parapet wall, but not to a height greater than ten feet above the roof line or parapet wall or thirty-five (35) feet above finished grade, whichever is lower.~~

~~2. A Business Sign serving Automotive Servicing Commercial Activities may extend above the canopy sheltering the gasoline pumps, but not to a height greater than thirty-five (35) feet above finished grade.~~

~~3. Any Business, Civic, or Residential Sign may be located or otherwise extend above the roof line or parapet wall, and may exceed the limitations in subsections (C)(1) and (2) of this section, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the building and the immediate surroundings. However, such permit shall not authorize the Sign to extend above the roof line or top of the parapet wall by more than twenty-five (25) percent of the height thereof, unless the overall height of the Sign above finished grade is not more than that allowed by subsection D of this section for freestanding Signs.~~

~~D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty-five (35) feet above finished grade. However, said height may be increased to not to exceed forty-five (45) feet for a Sign which identifies an integrated shopping center including at least five firms engaging in Commercial Activities, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the on-site and nearby facilities.~~

~~E. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices. However, such devices may be displayed during openings and other special events, for not to exceed thirty (30) days in any one-year period. (Prior planning code § 4513)~~

C-36 GATEWAY BOULEVARD SERVICE COMMERCIAL ZONE REGULATIONS

17.52.040 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

A. No building or other Facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. Findings for design review approval shall be consistent with the Hegenberger Design Guidelines.

B. Design review is not required for realty signs, development signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves frequent and periodic changes of copy. (Ord. 12076 § 3 (part), 1998; Ord. 11904 § 5.60 (part), 1996; prior planning code § 4527.1)

17.52.110 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Maximum Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. The aggregate area shall include Signs on marquees, awnings, and canopies, but shall include only one face of double-faced Signs and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot. The requirements of this paragraph shall not apply to signs on property owned by Alameda County City of Oakland adjacent to Interstate Highway 880 and utilized by Oakland Alameda County Coliseum Complex. This property, however, shall be subject to the design review requirements of Section 17.80.030 and Chapter 17.136 of the Oakland Planning Code.~~

~~C. Maximum Size of Individual Freestanding Signs. No single Sign, other than a Special Sign, which is not attached to a building shall have a display surface greater than one hundred twenty five (125) square feet on any one face. The requirements of this paragraph shall not apply to signs on property owned by Alameda County City of Oakland adjacent to Interstate Highway 880 and utilized by Oakland Alameda County Coliseum Complex. This property, however, shall be subject to the design review requirements of Section 17.80.030 and Chapter 17.136 of the Oakland Planning Code.~~

~~D. Maximum Size of Individual Signs Above Roof Line. No single Sign, other than a Special Sign, which is attached to a building and is located or otherwise extends above the roof line or parapet wall thereof shall have a display surface with any face larger than one hundred twenty five (125) square feet or ten percent of the building wall, whichever is greater.~~

~~E. Maximum Height of Freestanding Signs and Signs Above Roof Line. No Sign, other than a Special Sign, which is not attached to a building, or which is attached to a building and is located or otherwise extends above the roof line or parapet wall thereof, shall extend more than twenty four~~

~~(24) feet above finished grade. However, such height may be increased to not to exceed thirty five (35) feet above finished grade upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the proposal conforms to both of the following criteria:~~

- ~~1. That, considering the location, nature, and surroundings of the activity referred to by the Sign and the travel patterns of potential customers or patrons, the additional height is necessary to reasonably identify the activity to said customers or patrons;~~
- ~~2. That the Sign will be in good scale with on-site and nearby facilities. The requirements of this paragraph shall not apply to signs on property owned by Alameda County City of Oakland adjacent to Interstate Highway 880 and utilized by Oakland Alameda County Coliseum Complex. This property, however, shall be subject to the design review requirements of Section 17.80.030 and Chapter 17.136 of the Oakland Planning Code.~~

~~F. Prohibition of Moving and Flashing Signs. All Signs shall be nonmoving. Illumination, if any, of all Signs shall be nonflashing, except for time and temperature units. The requirements of this paragraph shall not apply to signs on property owned by~~

~~Alameda County City of Oakland adjacent to Interstate Highway 880 and utilized by Oakland Alameda County Coliseum Complex. This property, however, shall be subject to the design review requirements of Section 17.80.030 and Chapter 17.136 of the Oakland Planning Code.~~

~~G. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices.~~

~~H. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

~~I. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities.~~

~~J. Removal of Nonconforming Existing Signs. See Section 17.114.180. (Ord. 12076 § 3 (part), 1998; prior planning code § 4538)~~

C-40 COMMUNITY THOROUGHFARE COMMERCIAL ZONE REGULATIONS

17.54.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.54.110 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face.~~

~~C. Restriction on Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof, except as follows:~~

~~1. Up to one-half the area of display surface of any Business, Civic, or Residential Sign which is supported by the street wall may extend above the roof line or parapet wall, but not to a height greater than ten feet above the roof line or parapet wall or thirty-five (35) feet above finished grade, whichever is lower.~~

2. A Business Sign serving Automotive Servicing Commercial Activities may extend above the canopy sheltering the gasoline pumps, but not to a height greater than thirty-five (35) feet above finished grade.

3. Any Business, Civic, or Residential Sign may be located or otherwise extend above the roof line or parapet wall, and may exceed the limitations in subsections (C)(1) and (2) of this section, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the building and the immediate surroundings. However, such permit shall not authorize the Sign to extend above the roof line or top of the parapet wall by more than twenty-five (25) percent of the height thereof, unless the overall height of the Sign above finished grade is not more than that allowed by subsection D of this section for freestanding Signs.

D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty-five (35) feet above finished grade. However, said height may be increased to not to exceed forty-five (45) feet for a Sign which identifies an integrated shopping center including at least five firms engaging in Commercial Activities, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the on-site and nearby facilities.

E. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices. However, such devices may be displayed during openings and other special events, for not to exceed thirty (30) days in any one year period.

F. Special Limitations on Service Station Signs. The following limitations shall apply to all Business Signs serving Automotive Servicing Commercial Activities:

1. No single Sign shall have a display surface greater than one hundred twenty-five (125) square feet on any one face.

2. Illumination, if any, of all such Signs shall be nonflashing. (Prior planning code § 4563)

C-45 COMMUNITY SHOPPING COMMERCIAL REGULATIONS

17.56.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.56.120 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No Sign, other than a Special Sign, shall have a display surface greater than fifty (50) square feet on any one face.~~

~~C. Restriction on Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof, except as follows:~~

~~1. Up to one-half the area of display surface of any Business, Civic, or Residential Sign which is supported by the street wall may extend above the roof line or parapet wall, but not to a height greater than ten feet above the roof line or parapet wall or thirty-five (35) feet above finished grade, whichever is lower.~~

~~2. A Business Sign serving Automotive Servicing Commercial Activities may extend above the canopy sheltering the gasoline pumps, but not to a height greater than thirty-five (35) feet above finished grade.~~

~~3. Any Business, Civic, or Residential Sign may be located or otherwise extend above the roof line or parapet wall, and may exceed the limitations in subsections (C)(1) and (2) of this section, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the building and the immediate surroundings. However, such permit shall not authorize the Sign to extend above the roof line or top of the parapet wall by more than twenty-five~~

~~(25) percent of the height thereof, unless the overall height of the Sign above finished grade is not more than that allowed by subsection D of this section for freestanding Signs.~~

~~D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty-five (35) feet above finished grade. However, said height may be increased to not to exceed forty-five (45) feet for a Sign which identifies an integrated shopping center including at least five firms engaging in Commercial Activities, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the on-site and nearby facilities.~~

~~E. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices. However, such devices may be displayed during openings and other special events, for not to exceed thirty (30) days in any one-year period. (Prior planning code § 4613)~~

C-51 CENTRAL BUSINESS SERVICE COMMERCIAL ZONE REGULATIONS

17.58.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development

Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.58.120 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Prohibition of Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall extend above the roof or parapet wall thereof.~~

~~C. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than twenty four (24) feet above finished grade.~~

~~(Prior planning code § 4838)~~

C-52 OLD OAKLAND COMMERCIAL ZONE REGULATIONS

17.60.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.60.120 LIMITATIONS ON SIGNS, MARQUEES, AND AWNINGS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. However, a larger area may be approved, upon determination that the signing will be of high quality and will make a definite positive contribution to the desired visual character of the surrounding area. The aggregate area shall include only one face of doublefaced Signs and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot.~~

~~C. Maximum Size of Individual Freestanding Signs. No single Sign, other than a Special Sign, which is not attached to a building shall have a display surface greater than sixteen (16) square feet on any one face.~~

~~D. Maximum Projection Over Sidewalk.~~

~~1. No marquee, awning, or canopy, or Sign which is integrated in the design thereof, shall project horizontally more than seventy five (75) percent of the distance from the lot line to the curb.~~

~~2. No other Sign shall project more than four feet beyond any street line.~~

~~E. Maximum Height of Signs on Buildings.~~

~~1. No Sign which is attached to a building shall be located or otherwise extend above the roof line or parapet wall of the building.~~

~~2. No Sign which is attached to a building and projects beyond the street line shall extend more than one half story above the actual space being advertised. Such Signs shall be restricted to establishments which at least partly occupy ground floor, basement, or second story space.~~

~~3. No Sign which is flat against a building wall shall extend above the lower edge of the second story windows, if any. However, flat Signs of individually constructed or painted letters may be approved, pursuant to the design review procedure in Chapter 17.136, at any height on any large blank portion of the wall.~~

~~F. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than twenty (20) feet above finished grade or more than the height of the adjacent building, if any, on the same lot, whichever is lower.~~

~~G. Prohibition of Moving and Flashing Signs. All Signs shall be nonmoving.~~

~~Illumination, if any, of all Signs shall be nonflashing, except for time and temperature units.~~

~~H. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices.~~

~~I. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one year period, except that an off-site location or a longer period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

~~J. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. (Prior planning code § 4863)~~

C-55 CENTRAL CORE COMMERCIAL ZONE REGULATIONS

17.62.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy.

including cutouts, on signs the customary use of which involves periodic changes of copy.

17.62.120 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Prohibition of Signs Above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall extend above the roof or parapet wall thereof.~~

~~C. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than twenty-four (24) feet above finished grade.~~

~~(Prior planning code § 4888)~~

C-60 CITY SERVICE COMMERCIAL ZONE REGULATIONS

17.64.027 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.64.090 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No single Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face, except that a larger area may be approved upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

~~C. Restrictions on Signs Above Roof Line.~~

~~1. No Advertising Sign which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof.~~

~~2. No Business, Civic, Residential, Realty, or Development Sign which is attached to a building shall extend more than fifteen (15) feet above the roof line or parapet wall thereof.~~

~~D. Minimum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty-five (35) feet above finished grade. (Prior planning code § 4913)~~

M-10 SPECIAL INDUSTRIAL ZONE REGULATIONS

17.66.025 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.66.100 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Business and Civic Signs. The maximum aggregate area of display surface of all Business and Civic Signs on any one lot shall be 0.6 square foot for each one foot of abutting street line in the case of an interior lot, or 0.3 square foot for each one foot of abutting street line in the case of a corner lot. However, in either of the foregoing cases any such Sign located behind a display window and any such Sign with a display surface not greater than one square foot on any one face shall be exempt from said maximum aggregate area. No Business or Civic Sign which is attached to a building shall project outward from any wall thereof more than eight feet. No single Business or Civic Sign which is not attached to a building shall have a display surface greater than sixty (60) square feet on any one face. All Business and Civic Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except in the case of Signs behind a display window and except for Civic Signs with a display surface not greater than one square foot on any one face, include any pennants, streamers, propellers, or similar devices.~~

~~C. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one year period, except that an off-site location or a longer time period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134. No Development Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Development Sign which is not attached to a building shall extend more than twenty-four (24) feet above finished grade. All Development Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices.~~

~~D. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. No Realty Sign which is attached to a building shall extend above the roof or parapet wall thereof. No Realty Sign which is not attached to a building~~

~~shall extend more than six feet above finished grade. All Realty Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. Such Signs shall not, except when attached to a building, include any pennants, streamers, propellers, or similar devices. (Prior planning code § 5413)~~

M-20 LIGHT INDUSTRIAL ZONE REGULATIONS

17.868.025 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.68.100 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face.~~

~~C. Restriction on Signs above Roof Line. No Sign, other than a Special Sign, which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof, except as follows:~~

~~1. Up to one half the area of display surface of any Business, Civic, or Residential Sign which is supported by the street wall may extend above the roof line or parapet wall, but not to a height greater than ten feet above the roof line or parapet wall or thirty (30) feet above finished grade, whichever is lower.~~

~~2. A Business Sign serving Automotive Servicing Commercial Activities may extend above the canopy sheltering the gasoline pumps, but not to a height greater than thirty (30) feet above finished grade.~~

~~3. Any Business, Civic, or Residential Sign may be located or otherwise extend above the roof line or parapet wall, and may exceed the limitations in subsections (C)(1) and (2) of this section, upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134 and upon determination that the Sign will be architecturally harmonious with the building and the immediate surroundings. However, such permit shall not authorize the Sign to extend above the roof line or top of the parapet wall by more than twenty five (25) percent of the height thereof, unless the overall height of the Sign above finished grade is not more than thirty (30) feet.~~

~~D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty (30) feet above finished grade.~~

~~E. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices. However, such devices may be displayed during openings and other special events, for not to exceed thirty (30) days in any one year period.~~

~~F. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134. All Development Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing.~~

~~G. Realty Signs. All Realty Signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. All Realty Signs shall be nonmoving. Illumination, if any, of all such Signs shall be nonflashing. (Prior planning code § 5613)~~

M-30 GENERAL INDUSTRIAL ZONE REGULATIONS

17.70.025 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.70.100 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020.

~~B. Restriction on Size of Individual Signs. No single Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face, except that a larger area may be approved upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

C. Restrictions on Signs Above Roof Line.

~~1. No Advertising Sign which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof.~~

~~2. No Business, Civic, Residential, Realty, or Development Sign which is attached to a building shall extend more than fifteen (15) feet above the roof line or parapet wall thereof.~~

~~D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty five (35) feet above finished grade. (Prior planning code § 5713)~~

M-40 HEAVY INDUSTRIAL ZONE REGULATIONS

17.72.025 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

17.72.090 LIMITATIONS ON SIGNS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Sections 17.104.020 and 17.104.060.

~~B. Restriction on Size of Individual Signs. No single Sign, other than a Special Sign, shall have a display surface greater than seven hundred (700) square feet on any one face, except that a larger area may be approved upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.~~

~~C. Restrictions on Signs Above Roof Line.~~

~~1. No Advertising Sign which is attached to a building shall be located or otherwise extend above the roof line or parapet wall thereof.~~

~~2. No Business, Civic, Residential, Realty, or Development Sign which is attached to a building shall extend more than fifteen (15) feet above the roof line or parapet wall thereof.~~

~~D. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty five feet (35') above grade, except that advertising signs as provided in subsection F of this section shall not exceed eighty feet (80') above grade.~~

~~F. Special Limitation of Advertising Signs in the M-40 Zone. New or wholly reconstructed Advertising signs may be permitted in the M-40 Zone, adjacent to freeways, and only as part of a billboard relocation agreement authorized by the City of Oakland or Oakland Redevelopment Agency prior to November 18, 1997, provided further that the restrictions contained in Ordinance No. 12025 C.M.S., as amended by Ordinance No. 12085 C.M.S., shall apply so that there shall be no increase in the number~~

~~of billboard faces allowed to promote the sale of Tobacco Products or Alcoholic Beverages, regardless of the location of said billboard faces. (Ord. 12425 § 2 (part), 2002; Ord. 12234 § 3, 2000; prior planning code § 5813)~~

S-1 MEDICAL CENTER ZONE REGULATIONS

17.74.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

(Ord. 11904 § 5.63 (part), 1996: prior planning code § 6102)

S-2 CIVIC CENTER ZONE REGULATIONS

17.76.045 DESIGN REVIEW FOR BUSINESS, CIVIC, AND RESIDENTIAL SIGNS.

No sign shall be constructed or established, or altered in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy.

S-3 RESEARCH CENTER ZONE REGULATIONS

17.78.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities

pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves periodic changes of copy. (Ord. 11904 § 5.63 (part), 1996: prior planning code § 6202)

S-8 URBAN STREET COMBINING ZONE REGULATIONS

17.86.030 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

In the S-8 zone, no building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance, unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136 and the provisions of Section 17.86.110 or for Business Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on Signs the customary use of which involves frequent and periodic changes of copy. (Prior planning code § 6452)

17.86.120 LIMITATIONS ON SIGNS, MARQUEES, AND AWNINGS.

~~A. Maximum Aggregate Sign Area. The maximum aggregate area of display surface of all Signs, other than Realty and Development Signs, along any one building facade or other wall shall be ten percent of the facade or wall. However, a larger area may be approved, pursuant to Section 17.86.030, south of 11th Street. The aggregate area shall include Signs on marquees, awnings, and canopies, but shall include only one face of double-edged projecting Signs and shall exclude Signs behind display windows.~~

~~B. Maximum Projection Over Sidewalk.~~

~~1. No marquee, awning, or canopy, or Sign which is integrated in the design thereof, shall project horizontally more than seventy five (75) percent of the distance from the lot line to the curb.~~

~~2. No other Sign shall project more than six feet beyond any street line.~~

~~C. Maximum Number of Projecting Signs. No establishment shall have more than one Sign which is attached to a building and projects beyond the street line on each street which the establishment abuts, in addition to any Signs which are integrated in the design of marquees, canopies, or awnings.~~

~~D. Maximum Height of Signs on Buildings.~~

~~1. No Sign which is attached to a building shall be located or otherwise extend above the roof line or parapet wall of the building.~~

~~2. No Sign which is attached to a building and projects beyond the street line shall extend more than one half story above the actual space being advertised. Such Signs shall be~~

~~restricted to establishments which at least partly occupy ground floor, basement, or second-story space.~~

~~3. No Sign which is flat against a building wall shall extend above the lower edge of the second-story windows, if any. However, flat Signs of individually constructed or painted letters may be approved, pursuant to Section 17.86.030, at any height on any large blank portion of the wall.~~

~~E. Maximum Height and Size of Freestanding Signs. No Sign which is not attached to a building shall extend more than twenty-four (24) feet above finished grade, nor have a display surface greater than fifty (50) square feet on any one face.~~

~~F. Prohibition of Moving and Flashing Signs. All Signs shall be nonmoving; and illumination, if any, of all Signs shall be nonflashing, except for time and temperature units. However, well designed moving or flashing Signs may be approved, pursuant to Section 17.86.030, south of 11th Street.~~

~~G. Removal of Nonconforming Existing Signs. See Section 17.114.160. (Prior planning code § 6463)~~

S-15 TRANSIT ORIENTED DEVELOPMENT ZONE REGULATIONS

17.100.020 DESIGN REVIEW FOR CONSTRUCTION OR ALTERATION.

No building, Sign, or other facility shall be constructed or established, or altered or painted a new color in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved pursuant to the design review procedure in Chapter 17.136, or for Business Signs pursuant to the sign regulations in Chapter 17.104 and the design review procedure in Chapter 17.136, or for Micro Telecommunications Facilities pursuant to the telecommunications regulations in Chapter 17.128 and the design review procedure in Chapter 17.136. However, design review approval is not required for Realty Signs, Development Signs, holiday decorations, and displays behind a display window; and it is not required, except as otherwise provided in Section 17.114.110C, for mere changes of copy, including cutouts, on signs the customary use of which involves frequent and periodic changes of copy. (Ord. 11904 § 5.62 (part), 1996; Ord. 11892 § 4 (part), 1996; prior planning code § 6851)

17.100.110 LIMITATIONS ON SIGNS, MARQUEES, AND AWNINGS.

A. General Limitations. All Signs shall be subject to the applicable limitations set forth in Section 17.104.020030.

~~B. Restriction on Aggregate Sign Area. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of abutting street line in the case of an interior lot, or 0.5 square feet for each one foot of abutting street line in the case of a corner lot. However, a larger area may be approved, pursuant to Section 17.100.020, upon determination that the signage will be of a quality and character which harmonizes with the visual character of the surrounding area. The aggregate area shall include only one face of double-faced signs~~

~~and shall exclude Signs behind display windows and Signs having a display surface with no face greater than one square foot.~~

~~C. Maximum Size of Individual Freestanding Signs. No single Sign, other than a Special Sign, which is not attached to a building shall have a display surface greater than seventy-five (75) square feet on any one face.~~

~~D. Prohibition of Signs Above Roof Line. No sign, other than a Special Sign, which is attached to a building shall extend above the roof line or parapet wall thereof.~~

~~E. Maximum Projection Over Sidewalk.~~

~~1. No marquee, awning, or canopy, or Sign which is integrated in the design thereof, shall project horizontally more than seventy-five (75) percent of the distance from the lot line to the curb.~~

~~2. No other Sign shall project more than four feet beyond any street line.~~

~~F. Maximum Height of Freestanding Signs. No Sign, other than a Special Sign, which is not attached to a building shall extend more than thirty (30) feet above finished grade.~~

~~G. Prohibition of Pennants and Streamers. No Signs, other than Special Signs and Signs behind a display window, shall include any pennants, streamers, propellers, or similar devices.~~

~~H. Development Signs. All Development Signs shall be located on the lot or tract referred to thereon and shall be permitted only for a one-year period, except that an off-site location or a longer period may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedures in Chapter 17.134.~~

~~I. Realty Signs. All Realty signs shall be located on the same lot as the facilities advertised thereon, and shall be removed within seven days after occupancy, or change of occupancy, of the facilities. (Ord. 11892 § 4 (part), 1996; prior planning code § 6863)~~

GENERAL LIMITATIONS ON SIGNS

17.104.020 GENERAL LIMITATIONS ON SIGNS—COMMERCIAL AND INDUSTRIAL ZONES.

The following limitations shall apply to the specified Signs in all commercial and industrial zones, except as otherwise provided herein, and are in addition to the limitations, if any, prescribed for Signs in the applicable individual zone regulations and development control maps:

A. Design Review. No Business, Civic, or Residential sign shall be constructed or established, or altered in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved to the Design Review procedure in Chapter 17.136.

B. Permitted Aggregate Sign Area.

1. C-5, C-10, C-20, C-25, C-27, C-28, C-30, C-31, C-35, C-40, C-45, C-51, C-52, C-55, & C-60 Zones. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of building frontage in the case of an interior lot, or 0.5 square feet for each one foot of building frontage in the case of a corner lot. The aggregate shall include only one face of a double-faced

sign. In no cases can the total amount of aggregate sign area exceed 200 square feet on any one property.

2. M-10, M-20, M-30, & M-40 Zones. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of lot frontage in the case of an interior lot, or 0.5 square feet for each one foot of lot frontage in the case of a corner lot. The aggregate shall include only one face of a double-faced sign. In no cases can the total amount of aggregate sign area exceed 300 square feet on any one property.

~~AC. Maximum Height. No Sign shall exceed the maximum height, if any, applicable to facilities in general where it is located, except as otherwise provided in Sections 17.108.020A and 17.108.030; and no Sign shall exceed such applicable maximum heights as are prescribed hereafter in this section.~~

~~1. Attached Signs. The maximum height of any sign that is attached to a building may not exceed the height of the building wall that it is attached to.~~

~~2. Freestanding Signs. The maximum height of any freestanding sign in the C-5, C-10, C-20, C-25, C-27, C-28, C-31, C-36, C-45, C-51, C-52, C-55, C-60, & M-10 Zones is 10 feet. The maximum height of any freestanding sign in the C-30, C-35, C-40, M-20, M-30, & M-40 zones is 20 feet.~~

~~BD. Limitations on Signs Within Required Minimum Yards. (See illustration I-9.) The following limitations shall apply to the indicated Signs within the specified minimum yards, and to Signs which project over a street, alley, or path but which are supported by a facility located in such a yard:~~

~~1. Within that portion of any required minimum yard located within five feet from an abutting zone boundary, no single Business, Civic, or Residential Sign shall have a display surface greater than one square foot on any one face, unless it is behind a display window. Within that portion of any required minimum yard located within not less than five but not more than seventy five (75) feet from an abutting zone boundary, no single Business, Civic, or Residential Sign shall have a display surface greater than twelve (12) square feet on any one face nor extend more than twenty four (24) feet above finished grade, unless it is behind a display window or is flat against the wall of a building and does not project outward more than eighteen (18) inches from such wall nor any distance above the roof or parapet wall of the building. Within that portion of any required minimum yard located more than seventy five (75) feet from an abutting zone boundary, no single Business, Civic, or Residential Sign shall have a display surface greater than seventy five (75) square feet on any one face nor extend more than twenty four (24) feet above finished grade, unless it is behind a display window or is flat against the wall of a building and does not project outward more than eighteen (18) inches from such wall nor any distance above the roof or parapet wall of the building. Within any portion of a required minimum yard, all Business, Civic, and Residential Signs shall be nonmoving; illumination, if any, of all such Signs shall be nonflashing; and such Signs shall not, except in the case of Signs behind a display window and except for Civic or~~

~~Residential Signs with a display surface not greater than one square foot on any one face, include any pennants, streamers, propellers, or similar devices.~~

~~21. No Business, Realty, or Development Sign shall be located within that portion of a required minimum yard, which is within five feet from an abutting zone boundary.~~

~~3. No Advertising Sign shall be located within any required minimum yard.~~

CE. Special Limitations Near Boundaries of Residential Zones. (See illustration I-10.) The following special limitations shall apply to the indicated Signs within the specified distances from any boundary of a residential zone. For the purposes of this subsection, a Sign shall be deemed to face a zone boundary if the angle between the face of its display surface and said boundary is less than ninety (90) degrees; and a Sign shall be considered visible from a zone boundary if it may be seen from any point located along such boundary within the following indicated distances from the Sign and at a height equal to or less than that of the Sign.

1. Within twenty-five (25) feet from any boundary of a residential zone, no Business Sign shall face said boundary if it is visible therefrom. ~~No Sign, other than a Special Sign, which is moving or has flashing illumination and no Advertising Sign shall be located within such distance regardless of whether it faces or is visible from said boundary.~~

~~2. Within one hundred fifty (150) feet from any boundary of a residential zone, no Sign, other than a Special Sign, which has flashing illumination and no Advertising Sign shall face said boundary if it is visible therefrom.~~

DE. Development Signs. In all commercial and industrial zones except the C-60, M-30, and M-40 zones, the maximum aggregate area of display surface of all Development Signs on any one lot shall be either seventy-five (75) square feet or one square foot for each two feet of street line abutting the lot, whichever is greater. However, a greater area of display surface may be permitted upon the granting of a conditional use permit pursuant to the conditional use permit procedure in Chapter 17.134.

EG. Realty Signs. In all commercial and industrial zones except the C-60, M-30, and M-40 zones, the maximum aggregate area of display surface of all Realty Signs on any one lot shall be one square foot for each two feet of street line abutting the lot; provided that such area shall not exceed twenty-five (25) square feet along any consecutive fifty (50) feet of street line; and further provided that a Sign with a display surface of twelve (12) square feet or less shall be permitted for each lot, or for each building or other rentable unit thereon.

~~F. Restriction on Advertising Signs Within Two Hundred (200) Feet of C-36 and S-8 Zones. Within two hundred (200) feet from any boundary of the C-36 or S-8 zone, no Advertising Sign shall be so located, designed, or oriented that its display surface is visible from any point in the C-36 or S-8 zone.~~

~~The requirements of this subsection shall not apply to signs on property owned by Alameda County City of Oakland adjacent to Interstate Highway 880 and utilized by Oakland Alameda County Coliseum Complex. This property, however, shall be subject to the design review requirements of Section 17.80.030 and Chapter 17.136 of the Oakland Planning Code.~~

GH. Signs Within One thousand (1,000) Feet of Rapid Transit Routes. Signs within one thousand (1,000) feet of the centerline of rapid transit routes shall be subject to the applicable limitations set forth in Sections 17.104.040 and 17.114.150.

I. Permitted Projection over Sidewalk. An awning, canopy, marquee, or single sign that is attached perpendicularly to the face of a building may project up to seventy-five (75) percent of the distance from the lot line to the curb but cannot be closer than 2 feet to the curb in any case. All portions of any awning, canopy, marquee, or single sign that are attached perpendicularly to the face of a building shall be a minimum of 10 feet above the sidewalk.

J. Temporary Business Signs.

1. Size Allowed. Temporary signs are allowed in addition to permanent signs. The size of the temporary signs may not exceed the allowed square footage for permanent signs.

2. Allowed time limits.

i. Grand Opening Signs. Temporary signs for the purpose of grand openings of a new business can be in place for a maximum of 30 days. The installation date of the sign shall be placed on the sign to verify compliance with this regulation.

ii. Special Event Signs. Temporary signs for the purpose of special events may be placed on site a maximum of 4 times per calendar year and a maximum of 5 consecutive days per event.

3. Placement of Signs.

i. Signs are allowed on private property only. Signs shall not be placed in public rights-of-way or at off-site locations.

ii. Signs must be affixed to a permanent structure.

4. Temporary Signs shall not be illuminated.

5. Durable Materials Required. Signs shall be constructed of durable, rigid material suitable to their location and purpose. Only interior window signs may be made of nonrigid (e.g., paper) material.

6. Removal of Signs. Temporary signs and their components shall be promptly removed at the expiration of the time limits set forth above.

K. Window Signs. Window signs shall not take up more than twenty-five (25) percent of any one window. Window signs shall count against the total allowable aggregate sign area for the property as measured in Section 17.104.020B. Interior signs which are located 18 inches or more from behind the window face shall be exempt from these regulations.

L. Clear Sight Restrictions. A triangular area measuring 15' from the intersection along each street line shall be kept free of all freestanding signs. A triangular area measuring 10' from the intersection of a driveway and a street line shall be kept free of all freestanding signs.

(Prior planning code § 7041)

17.104.030 GENERAL LIMITATIONS ON SIGNS—S-1, S-2, and S-3, and S-15 zones.

The following limitations shall apply to the specified Signs in the S-1, S-2, and S-3, and S-15 zones, and are in addition to the limitations, if any, prescribed for Signs in the applicable individual zone regulations or development control maps:

A. Design Review. No Business, Civic, or Residential sign shall be constructed or established, or altered in such a manner as to affect exterior appearance unless plans for such proposal shall have been approved to the Design Review procedure in Chapter 17.136.

B. Permitted Aggregate Sign Area.
S-1, S-2, S-3, & S-15 Zones. The maximum aggregate area of display surface of all Business, Civic, and Residential Signs on any one lot shall be one square foot for each one foot of building frontage in the case of an interior lot, or 0.5 square feet for each one foot of building frontage in the case of a corner lot. The aggregate shall include only one face of a double-faced sign. In no cases can the total amount of aggregate sign area exceed 200 square feet on any one property.

AC. Maximum Height. No Sign shall exceed the maximum height, if any, applicable to facilities in general where it is located, except as otherwise provided in Section 17.108.030; and no Sign shall exceed such applicable maximum heights as are prescribed hereafter in this section.

1. Attached Signs. The maximum height of any sign that is attached to a building may not exceed the height of the building wall that it is attached to.

2. Freestanding Signs. The maximum height of any freestanding sign in the S-1, S-2, S-3, & S-15 Zones is 10 feet.

BD. Special Limitations Near Boundaries of Residential Zones. Signs shall be subject to the same special limitations along or near boundaries of residential zones as are set forth in Section 17.104.020C020E.

CE. Special, Development, and Realty Signs. All Special, Development, and Realty Signs shall be subject to the same limitations as are set forth in subsections C, D and E of Section 17.104.010 for such Signs in residential zones.

DF. Signs Within One Thousand (1,000) Feet of Rapid Transit Routes. Signs within one thousand (1,000) feet of the centerline of rapid transit routes shall be subject to the applicable limitations set forth in Sections 17.104.040 and 17.114.150. (Prior planning code § 7042)

17.104.040 LIMITATIONS ON SIGNS WITHIN ONE THOUSAND FEET OF RAPID TANSIT ROUTES.

The following limitations shall apply in all zones, within one thousand (1,000) feet of the centerline of every rapid transit route, after the date of official determination thereof and except where the route is underground. The distance shall be measured perpendicularly from said centerline, i.e., at right angles to said centerline. These provisions shall not prohibit a Sign identifying an on-premises business or naming the product manufactured thereon, except to the extent of requiring design review approval.

A. Design Review for Certain New or Altered Signs the Advertising Material of Which Is Primarily Viewable from the Transit Route.

1. ~~Except as otherwise provided in subsection (A)(3) of this section, n~~No Sign the advertising material of which is or has become primarily viewable by the passengers on the transit route shall be constructed, established, reoriented, changed as to illumination, or otherwise altered or painted a new color unless plans for such Sign shall have been approved pursuant to the design review procedure in Chapter 17.136, ~~and upon~~

~~determination that it is of such location, orientation, size, and design that it will not substantially detract from the existing or potential character and visual quality of the area along the route, as viewable by the passengers thereon, and from views and impressions of Oakland derived by the passengers.~~

2. The Director of City Planning shall determine which Signs are or have become primarily viewable by the passengers on the transit route, subject to appeal pursuant to the administrative appeal procedure in Chapter 17.132.

~~3. Design review approval is not required for any such Sign which:~~

~~a. Has a display surface with no face greater than two hundred (200) square feet; and~~

~~b. Is nonmoving and has no flashing illumination; and~~

~~c. If attached to a building, extends no more than two feet above the roof line or parapet wall thereof; and~~

~~d. If not attached to a building, extends no more than twenty-four (24) feet above finished grade. Also, approval is not required, except as otherwise provided in Section 17.114.110D, for changes of copy, including cutouts, on Signs the customary use of which involves frequent changes of copy.~~

B. Removal of Nonconforming Existing Signs. See Section 17.14.150. (Prior planning code § 7046)

10.9cc

ORA/COUNCIL
JUN 15 2004