

Excerpts of Proposed Substantive Changes:

Types of Signs Permitted

1. Sign Review Permit Required

The following signs require approval of a sign review permit by the Planning Director:

A. Fascia-mounted canister wall signs.

~~_____~~ These signs may only be constructed of dark bronze casings with ~~black, ivory or, brown~~ or registered trademark Plexiglas backgrounds. ~~They with colors integral to the Plexiglas.~~ Stick-on film, painted letters and other materials are not allowed. Text is to identify the business and shall not include the product sold except as a part of the occupant's trade name or insignia. Canisters may only be installed on the fascia of the building, as shown in the illustration below. The Planning Director may approve changes to the Plexiglas face and replacement or addition of canisters. The number of canisters is limited to one per tenant. A Building Permit is also required to install ~~the~~ a canister, but not to change the Plexiglas face of an existing canister. The standard length for all canister wall signs is 12 ft. Optional designs for the outline of the canister are shown on the following page.

D. Temporary banner signs.

~~_____~~ On ~~occassion~~ occasion, a business may want to display a banner to announce a grand opening, special event or product. ~~The sign program permits each tenant to display one banner per~~ The following shall apply to tenant banner signs:

1. A tenant may display a banner sign for no more than 45 days during any single calendar year. ~~The banner may remain on display for no longer than 45 days,~~ except that new businesses may keep a banner on display for 90 days.
2. _____ ~~There are only certain locations where banners may be hung. They~~ Banners may only be placed on the first floor windows ~~or, walls, or fascia~~ facing the interior of the shopping center. If hung on the fascia the banner shall not extend below the bottom edge of the fascia. Banners that are located on a wall or the fascia shall be in front or adjacent to the business location. They may not be placed on the ~~fascia or roof or on the walls of the buildings facing Bayshore Boulevard.~~
3. The banner shall not exceed 1 sq. ft. per lineal foot of store frontage minus the square footage of any permanent window signs (See Table 1 in the Sign Area Limits and Table 1, below, section to determine the combined maximum size of a banner and window signage for your storefront.)

~~_____~~ Note that the shopping center is allowed 4 non-advertising ~~seasonal banners mounted on the parking lot~~ light standards per the following page.

4. The banner shall have a background of ivory, brown or the business's registered trademark color.

5. If the banner is hung over 6 feet in height a Building Permit is required.

2. No Permit Required

The following signs do not require a sign review permit through the City of Brisbane, but do require property owner approval.

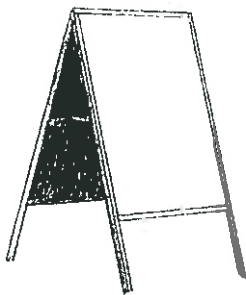
G. Portable Promotional Signs

Portable promotional signs are allowed, up to one per tenant for promotional events, for up to 90 days per year. In order to promote a uniform appearance and to prevent the use of signs that may present hazards the following standards will apply:

- Only A-frame style signs are allowed, as shown;
- Sign dimensions shall be between 20 to 24 inches wide by 30 to 40 inches high;
- The sign background shall be ivory or brown;
- Each sign shall be safely secured during and after business hours;
- During business hours placement shall be on the sidewalk in front of the tenant's store (not off-site) and displaying the sign after business hours is not permitted;
- The sign shall not present a hazard or impede pedestrian access and shall maintain Americans with Disabilities Act (ADA) compliance.

Modifications may be made via sign review permit, subject to Planning Director approval.

20" to 24" wide



30" to 40" high

A-frame style portable sign

Performance Standards

All signs shall be subject to the BMC Section 17.36.030.F, Construction and Maintenance provisions. In addition, upon vacancy of a unit the canister sign and nameplate on the freestanding nameplate sign, along Bayshore Boulevard, shall be replaced with a blank, ivory Plexiglas plate and the name shall be removed from the directory signs. Turning previously approved signs backwards is not permitted, since text shows through these signs.



H.1.21.



H.1.22.



H.1.23.



H.I.24



H.1.25.