GUIDELINES FOR ADVERTISING SIGNS

SIGN PERMITS

A Sign Permit is **required** to install or alter any advertising sign, except for the following exempt types of signs:

One identification sign displaying only the name of the property or premises (1 sq. ft. maximum);

Off-site "Open House" signs (6 sq. ft. maximum) only on the day of the event;

One residential home occupation sign (3 sq. ft. maximum);

One "For Sale" or "For Lease" sign (6 sq. ft. maximum for residential property; 16 sq. ft. maximum for nonresidential);

Temporary interior window signs for up to 90 days;

Window signs not more than 1 sq. ft. in area.

Application materials are available at the Planning Department. Please refer to the master fee schedule for current application fees (P19-P20). Note that signs 6 ft. or more high or involving electrical work **also** require a Building Permit (fee based on valuation) once a Sign Permit is approved.

APPROVAL PROCESS

The level of review (by the Planning Director, the Zoning Administrator or the Planning Commission) and consequently the length of time to process depend upon the size and type of sign.

Planning Director review
(No public notice required; appeal period may be waived)

- Wall or window signs not more than 30 sq. ft. in area;
- Wall or window signs not exceeding the area threshold per Figures 17.36.020A-1 & 17.36.020A-2;
- Monument signs under 6 ft. tall and not exceeding the area threshold per Figures 17.36.020A-1 & 17.36.020A-2;
- Signs consistent with an approved Sign Program (such as for Brisbane Village Shopping Center and Koll Center Sierra Point);
- Subdivision signs;
- Construction signs;
- Non-exempt signs in residential districts.

Zoning Administrator review
(10-day public notice; 7-day appeal period)

- Wall or window signs exceeding the area threshold per Figures 17.36.020A-1 & 17.36.020A-2;
- Projecting/awning signs (subject to restrictions, including Section 17.36.030.F.3);
- Roof signs (only in permitted General Plan subareas);
- Monument signs under 6 ft. tall and exceeding the area threshold per Figures 17.36.020A-1 & 17.36.020A-2;
- Monument signs 6 ft. or more in height;
- Portable signs;
- Illuminated signs;
- Permanent banner signs.

Planning Commission review
(10-day public notice; hearings typically limited to second and fourth Wednesdays of each month; 10-day appeal period)

- Pole signs;
- Kinetic (reflective, rotating, wind-driven, flashing, animated, or revolving) signs, including electronic readerboards;
- Off-site directional signs;
- Sign Programs (see Section 17.36.050).

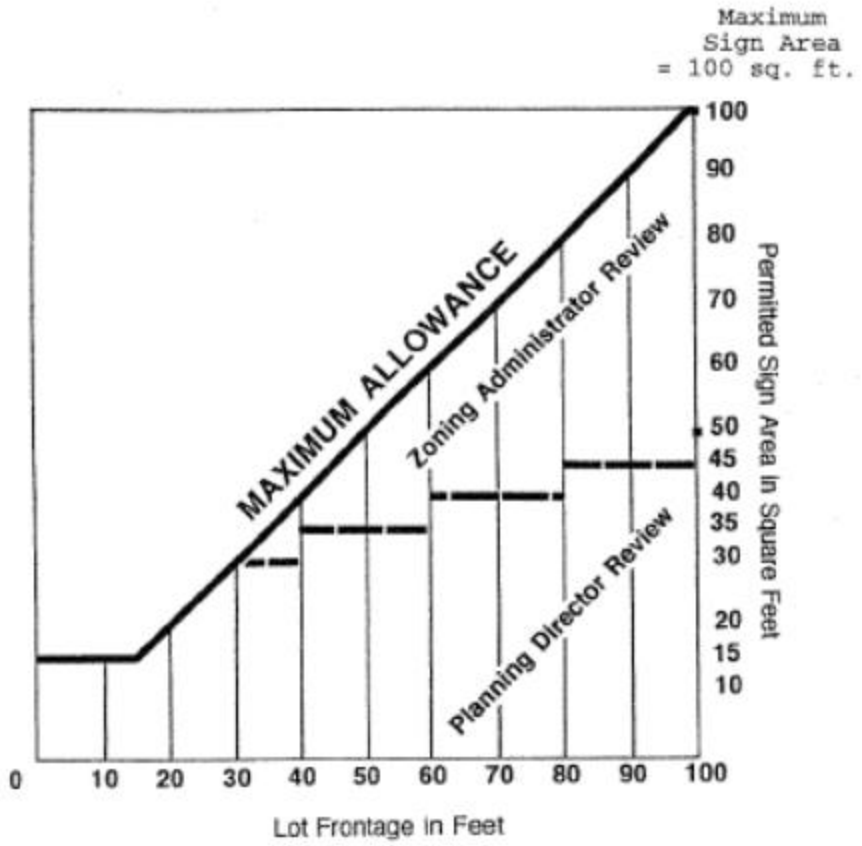
Figure 17.36.020A-1

Maximum Total Sign Area Computed by Frontage

Lot Frontage	Maximum Total Sign Area Permitted	Planning Director Review	Zoning Administrator Review
Up to 15 feet	15 sq. ft.	All	None.
Greater than 15 feet; up to 30 feet	1 sq. ft. per 1 foot of frontage	All	None.
Greater than 30 feet; up to 40 feet	1 sq. ft. per 1 foot of frontage	30 sq. ft. or less	Greater than 30 square feet; up to 40 square feet.
Greater than 40 feet; up to 60 feet	1 sq. ft. per 1 foot of frontage	35 sq. ft. or less	Greater than 35 square feet; up to 60 square feet.
Greater than 60 feet; up to 80 feet	1 sq. ft. per 1 foot of frontage	40 sq. ft. or less	Greater than 40 square feet; up to 80 square feet.
Greater than 80 feet; up to 100 feet	1 sq. ft. per 1 foot of frontage	45 sq. ft. or less	Greater than 45 square feet; up to 100 square feet.
Greater than 100 feet	100 sq. ft. unless otherwise approved by the planning commission as part of a sign program	50 sq. ft. or less	Greater than 50 square feet; up to 100 square feet.

Figure 17.36.020A-2

Maximum Total Sign Area Computed by Frontage



TOTAL SIGN AREA

The maximum amount of total sign area (including existing signage) allowed for a property is based upon the simple formula of **one square foot** of signage for each **one linear foot** of street frontage, with a 15 sq. ft. minimum sign area allowance and a 100 sq. ft. maximum. Street frontage measurements can be found on the County Assessor's Maps in the City Planning Department.

For corner lots, signage facing the side street (the “secondary frontage”) is limited to half that which would have been permitted had this been the primary frontage, and the combined total sign area for all signs on both the primary and secondary frontages shall not exceed 100 sq. ft.

Exceptions may be permitted through approval of a Sign Program for lots having more than 100 ft. of primary frontage and for lots having more than 100 ft. of combined primary and secondary frontage.

MEASURING SIGN AREA

Sign area is calculated to include **all the area** within the outside dimensions of a framed wall, projecting, roof or free-standing sign and to include **all the area** within the smallest rectangle which will contain the entire message of any other wall or window or awning sign. Only one side is measured for projecting and free-standing signs; the front and only one side are measured for awning signs. Freestanding sign supports are not included in measuring sign area if they are not part of the sign frame.

Figure 17.36.020B

Determination of Sign Area

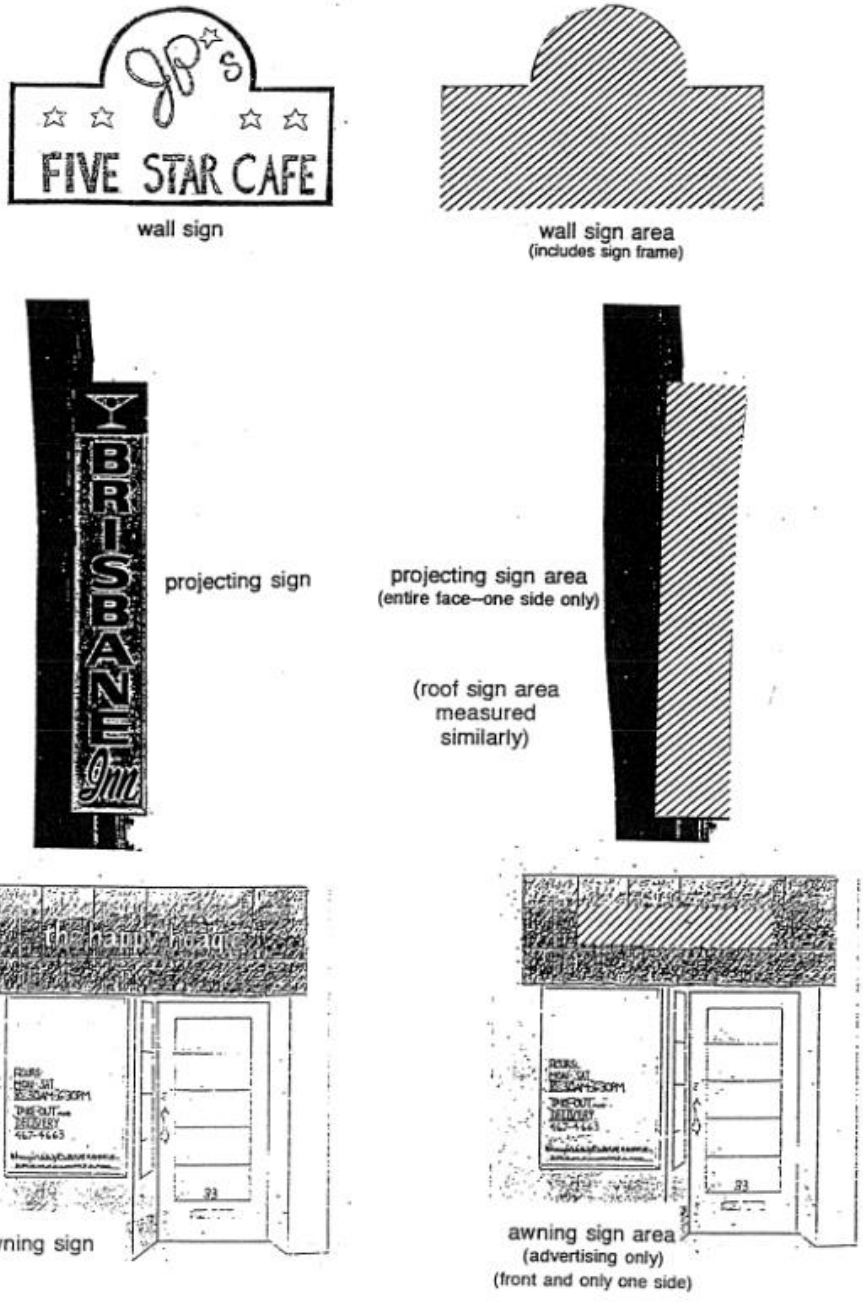
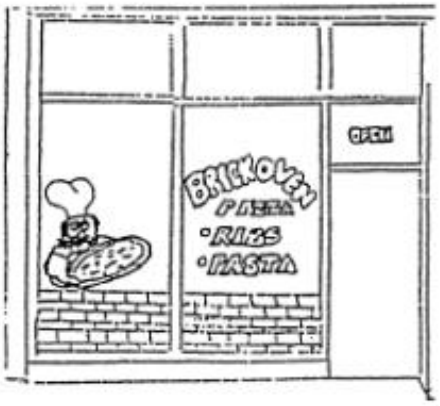
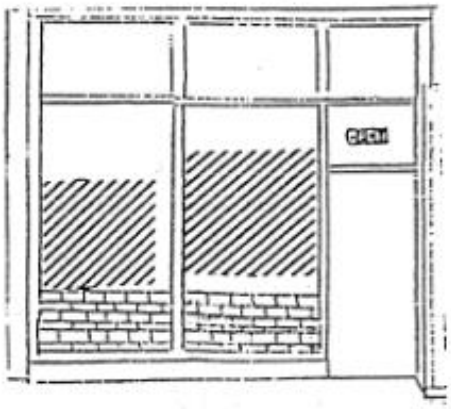


Figure 17.36.020B

Determination of Sign Area (Continued)

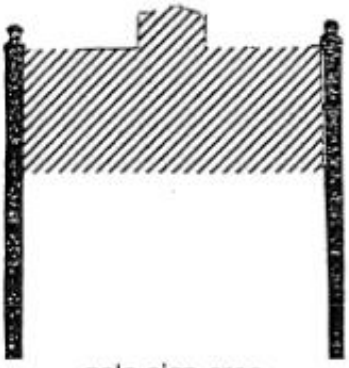


window sign



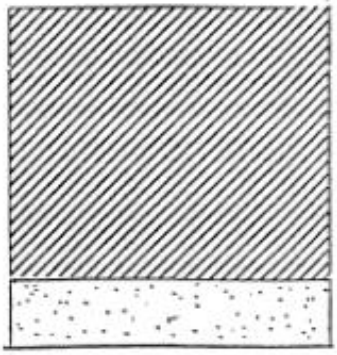
window sign area
(all signage combined in each window)
(smallest rectangle to contain each sign)

pole sign



pole sign area
(does not include supports
if not part of a sign frame)
(one side only)

monument sign

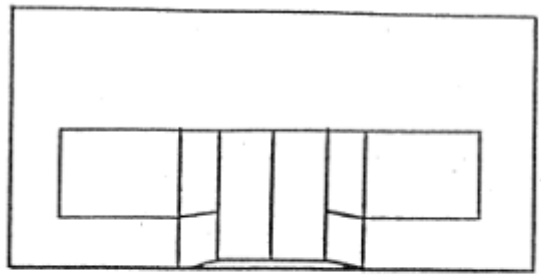


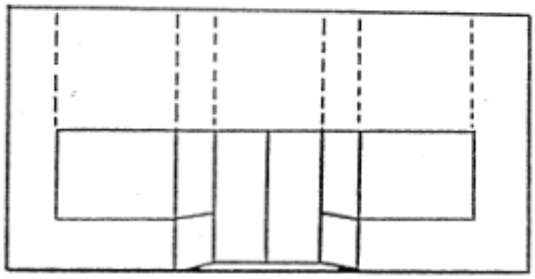
monument sign area
(does not include support)
(one side only)

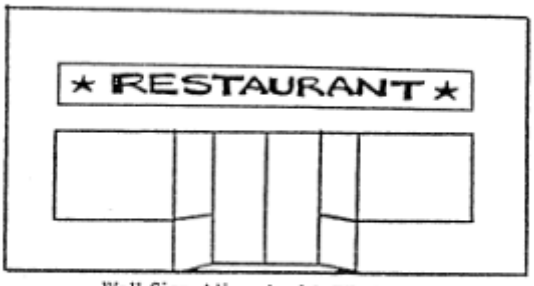
REQUIREMENTS AND RECOMMENDATIONS FOR APPROVAL OF SIGN PERMITS

To approve a Sign Permit, the Planning Director or Zoning Administrator or Planning Commission must make the applicable findings specified in Section 17.36.060.D. These findings vary depending upon the type of sign and the level of review. For example, for each permit subject to their review, the Zoning Administrator and Planning Commission must find that the sign does not conflict with the building scale, colors, materials, architectural details and styles found in the surrounding area.

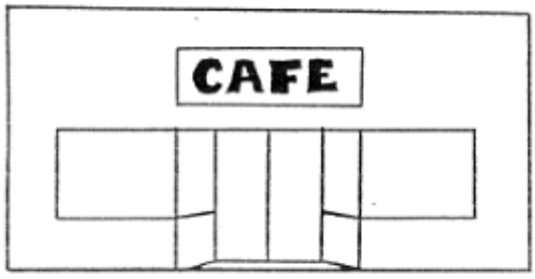
To address this required finding, staff generally recommends that for a symmetrical building facade, signs should be designed to fit that balance, while allowing for more variation for most building fronts which are not perfectly symmetrical. Generally, wall signs are recommended to be designed to continue the lines created by the other architectural elements of the building, such as doors and windows (see next page). They should also not be located too high up on the building where they will be out of the normal range of view of pedestrians and passing cars.



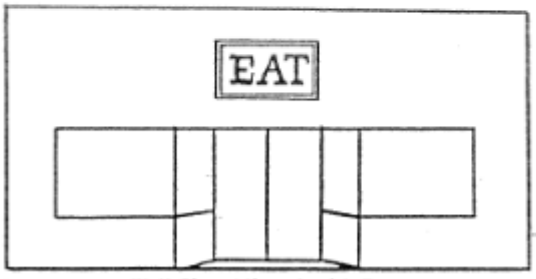




Wall Sign Aligned with Windows



Wall Sign Aligned with Entryway



Wall Sign Aligned with Doors

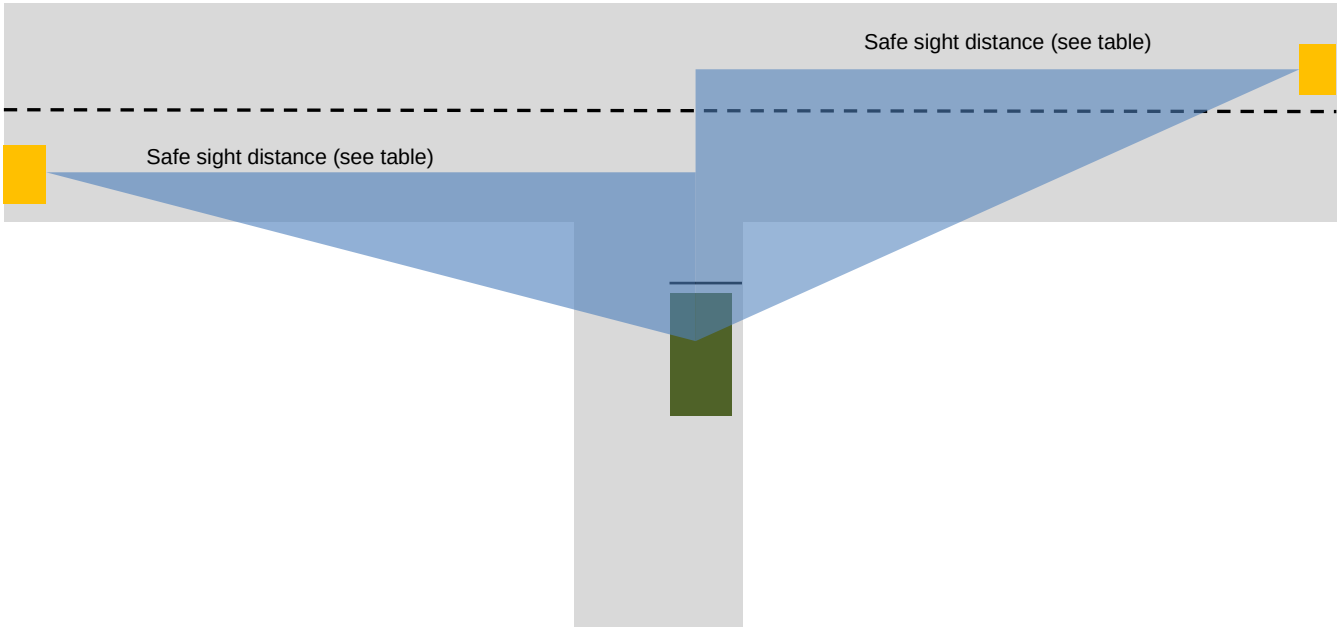
SIGHT DISTANCE STANDARDS
FOR FREE-STANDING SIGNS
LOCATED ADJACENT TO STREET/DRIVEWAY INTERSECTIONS

Minimum sight distance standards (see Table A below) are a function of the posted speed limit of the street onto which the reference vehicle is turning. Applications for free-standing signs, such as monument signs, must demonstrate to the satisfaction of the City Engineer that the proposed sign will not obstruct the driver's line of sight when exiting adjacent driveways.

Demonstrate compliance with minimum sight distance standards by providing one of the following:

- A plan and section view at each driveway depicting an AASHTO/FHWA Class 2 design vehicle (passenger car) stopped at the stop bar, using a driver's eye height of 3.5 ft and an object height of 3.5 ft, that shows the driver has an unobstructed minimum stopping sight distance as specified in Table A.

- On an aerial photo of the driveway intersection enlarged to an appropriate scale, show that the monument sign would not be located within the triangle whose hypotenuse would be the minimum stopping sight distance (see Table A) from the driver of the design vehicle stopped at the driveway stop sign, whose side opposite the driver would run down the middle of the closest oncoming lane of the street, and whose third side would run perpendicular to the street through the driver.



Free-standing signs **shall** be located onsite and **outside** the public right-of-way (note: the curb and sidewalk is not the official limit of the right-of-way). They also shall **not** be within a 20 ft. radius of the corner of any street/driveway intersection.

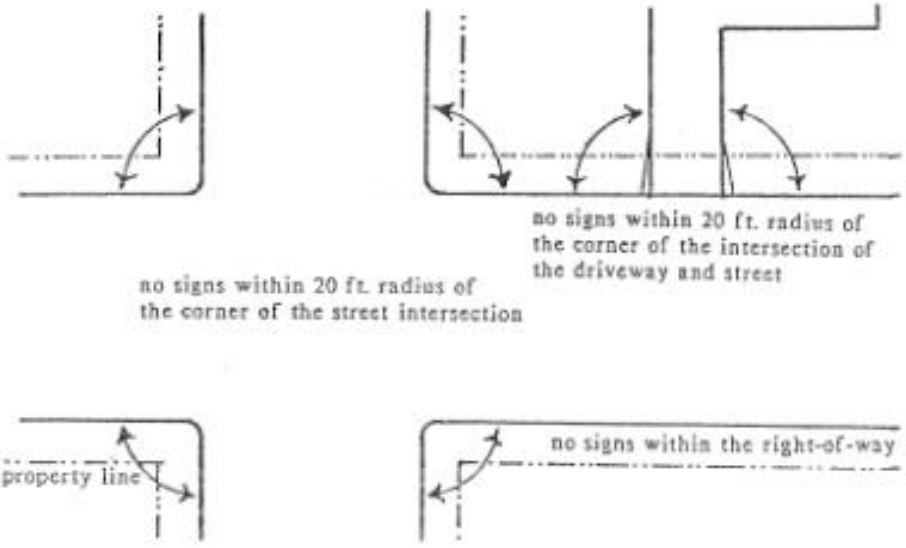


Table A. AASHTO Minimum Sight Distances		
	Stopping sight distance Wet pavements	
Design speed, mph	**Initial speed, mph**	**Min. desirable distance, ft**
20	20	125
30	28-30	200
40	36-40	275-325
50	44-50	400-475
60	52-60	525-650
70	58-70	625-850

4 SIGHT AND STOPPING DISTANCES

Sight distance is the length of roadway that the driver can see. It is assumed that the driver's eyes are 3.50 feet above the surface of the roadway. The sight distance should be long enough to allow a driver traveling at the maximum speed to stop before coming upon an observed object. This required distance is known as the *stopping sight distance*. For stopping sight distances, it is assumed that the object being observed has a height of 0.5 feet.

Since distance is covered during the driver's reaction period as well as during the deceleration period, the stopping sight distance includes both of these distances. The coefficient of friction is usually evaluated for wet pavement. For straight-line travel on a constant grade, G, equation 16.13 can be used. G is a decimal, and it is negative if the roadway is downhill.

$$S = (1.47)(t_p)(\text{MPH}) + \frac{(\text{MPH})^2}{(30)(f+G)} \qquad 16.13$$

Table 16.2
Typical Coefficients of Skidding Friction[a]

BC: bituminous concrete, dry
SA: sand asphalt, dry
RA: rock asphalt, dry
CC: portland cement concrete, dry
wet: all wet pavements

condition	*BC*	*SA*	*RA*	*CC*	wet
new tires					
11 mph	0.74	0.75	0.78	0.76	
20	0.76	0.75	0.76	0.73	0.40
30	0.79	0.79	0.74	0.78	0.36
40	0.75	0.75	0.74	0.76	0.33
50					0.31
60					0.30
70					0.29
badly worn tires					
11 mph	0.61	0.66	0.73	0.68	
20	0.60	0.57	0.65	0.50	0.40
30	0.57	0.48	0.59	0.47	0.36

$$\text{MPH}_{\text{min}} = \text{MPH}_{\text{design}} - 0.2(\text{MPH}_{\text{design}} - 20) \qquad 16.14$$

The desirable value should be used in most cases. These are listed in table 16.3 for various design speeds.

The *braking reaction-perception time*, t_p in equation 16.13, has a median value of approximately 0.90 seconds for unexpected (not anticipated) events.[1] However, this time varies widely from subject to subject. Individuals with slow reactions may require up to 2.5 seconds.[2]

The *passing sight distance* is applicable only to 2-lane, 2-way highways. It is the length of roadway ahead necessary to pass without meeting an oncoming vehicle.[3] Minimum passing sight distances are given in table 16.3. The values should be increased 18% for downgrades steeper than 3% and longer than one mile.

If a vehicle locks its brakes and skids to a stop, the deceleration will be $(f)(g) = (f)(32.2)$ ft/sec^2. The skidding distance is given by equation 16.15. Note that this equation does not apply to collisions.

$$\text{skidding distance} = \frac{(\text{MPH})^2}{(30)(f+G)} \qquad 16.15$$

If a vehicle does not lock its brakes, its deceleration will be dependent on its brakes. The distance traveled during deceleration to a standstill is given by equation 16.16. Note that this equation does not apply to collisions.

$$\text{stopping distance} = \frac{v^2}{2a} = \frac{(1.08)(\text{MPH})^2}{a} \qquad 16.16$$

Table 16.3
AASHTO Minimum Sight Distances[a]

	stopping sight distance wet pavements		passing sight distance	
design speed, mph	initial speed, mph	minimum desirable distance, ft	assumed passing speed, mph	distance 2-lane highway, ft
20	20	125	30	800
30	28–30	200	36	1100
40	36–40	275–325	44	1500
50	44–50	400–475	51	1800
60	52–60	525–650	57	2100
70	58–70	625–850	64	2500

[a] AASHTO RGDHS–1990, Tables III–1 and III–5

CONSTRUCTION AND MAINTENANCE

All new signs shall be designed, constructed and installed in accordance with the Uniform Sign Code, which requires approval of a Building Permit for signs 6 ft. or more in height or involving electrical work. All new signs should be adequately finished to give a professional appearance and to assure durability. All signs shall be maintained so as not to be in visible need of repair.

PROHIBITED SIGNS

The following new signs are prohibited:

- "Privilege" signs displaying the name and/or logo of any product or service other than that which provides the majority of the business conducted on the site, for which more than 25% of the sign area or more than 25 sq. ft., whichever is less, is devoted to brand names/symbols;

- Billboards or "nonappurtenant advertising structures" (other than off-site directional signs and temporary off-site "open house" signs).

- Signs which project more than one foot above the face of the structure;

- Signs which project more than one foot beyond the property line over a public sidewalk or right-of-way;

- Flashing, rotating or moving signs.

FOR MORE INFORMATION

Please refer to the Sign Ordinance (Chapter 17.36 of the Brisbane Municipal Code) for further information or contact:

Brisbane Planning Department
50 Park Lane
Brisbane, CA 94005
(415) 508-2120
* * *
8 a.m. - 5 p.m., Monday, Tuesday & Thursday;
8 a.m. to 8 p.m., Wednesday;
8 a.m. – 1 p.m. Friday.