

**CITY OF SAN PABLO
SIGN ORDINANCE ADVISORY COMMITTEE MEETING MINUTES
JUNE 9, 2009
CITY COUNCIL CHAMBERS
ONE ALVARADO SQUARE
SAN PABLO, CA**

1. REVIEW NOTES FROM MAY 12 MEETING

Committee Members Present: Doug Millar, Genoveva Calloway, Mario Valencia, Gail Cocherell, Kenneth Cocherell, Skip Moore, Paul Morris, Pankaj Patel, Roberto Rico, Alicia Rico, Olivia Liou, Manee Sygnavong, Lyndon Robinson, Pamela Dawson, Arturo Cruz, Humberto Madrigal, Jesus Patino, Ou Ting Lazeuz, and Ron White

Staff Present: Kanwal Sandhu, Assistant Planner

The meeting was called to order at 6:32 P.M. by Mr. Kanwal Sandhu.

Mr. Sandhu welcomed those attending to the second Sign Ordinance Update meeting gave a brief summary of the first meeting and asked if the SOAC members were okay with approving the minutes of the May 12th meeting. Mr. Millar said that the minutes looked okay and the other members agreed.

Mr. Sandhu next asked for a volunteer to write notes since he was the only staff member present. Mr. Cruz said that he would volunteer to write the notes.

Ms. Calloway asked if the new members would like to introduce themselves.

Mr. Patel introduced himself and said that his motel business on San Pablo Avenue was told to bring down his pole sign.

Mr. Sandhu said that his property did not comply with the 150 lineal street frontage to have a freestanding sign. Mr. Sandhu also added that currently the City is not enforcing removal of existing nonconforming pole signs until further direction.

Mr. Sandhu mentioned that during the previous meeting the committee members agreed that allowing phone numbers on signs should be allowed, although we did not specify how many signs of the business can have phone numbers.

Most of the members pointed out that allowing phone numbers on signs should take into account pedestrian view and traffic view.

Mr. Moore mentioned that some cities allow nonconforming signs that are considered historical signs and the hamburger sign on Market Avenue and Rumrill Boulevard could be an example.

2. ISSUES AND POSSIBLE SOLUTIONS

Mr. Sandhu introduced the first topic of discussion on A-frame signs and mentioned that the City currently does not allow A-frame signs. Mr. Sandhu also mentioned that staff had done research on cities that allow A-frame signs and found one good example with the City of Coffs Harbour and distributed a handout outlining the regulations on it.

Immediately, there were some members who expressed concern with safety and enforcement issues with permitting A-frame signs. Mr. Morris and some other members believed that it would promote business and welcomed the idea.

Some members pointed out that design criteria should be looked into for signs, such as materials and workmanship, as well as the location and position of signs. Additionally, it was stated that the City of Fremont's A-frame sign policy could be examined.

Mr. Sandhu said that the second item that needs to be addressed is window signs and stated that currently a business can have 4 square feet as permanent signage and cover up to 15% of window surface area for special events for 30 days within a 60-day period with no permits required.

Mr. Sandhu said that as an alternative we can allow up to 10% coverage of window surface area without a permit, and an additional 15% of window surface area coverage for 30 days limited to two times per year. Mr. Sandhu distributed the City of Fremont's policy on window signs as an example.

Most members pointed out that the primary reason for limiting window signs was related to safety concerns with the police department.

Mr. Millar stated that a sign policy should not only take safety into account but aesthetics as well.

Mr. Morris said that permanent signs of 10% of window surface area would not be adequate and perhaps the top half of windows can have signs so the police could still have public view into the business.

Mr. Sandhu pointed out that counters, tables, and other obstructions are at ground level and covering the top half of windows would severely limit public view inside.

Ms. Dawson recommended that perhaps signs could be allowed in the bottom half instead.

Another point raised by committee members was addressing window signs at second story levels that do not require public view inside businesses by the police department.

Finally, Mr. Sandhu said that the final item on the agenda was banners and briefly summarized the City's existing policy. Mr. Sandhu then distributed the banner policy for the City of San Rafael which could be used as an example.

Mr. Moore said that number 7 on the City of San Rafael's banner policy should be eliminated when we draft our banner policy.

The committee members also said that they would like to have places in the City where public events could be advertized, such as the City arches along San Pablo Avenue.

Lastly, the committee members pointed out that weather should be considered when drafting a banner policy to ensure that signs are securely attached.

3. TOPICS FOR NEXT MEETING

Mr. Sandhu stated that for the next meeting, issues that need to be addressed are size of monument and wall mounted signs and having multiple signs for businesses with more than one street frontage or parking lot frontage.

Mr. Millar said that perhaps zoning could be incorporated into the new Sign Ordinance.

Mr. Sandhu pointed out that since the City was very small there is predominantly light commercial zoning throughout. Mr. Sandhu added that the only plausible area could be along 23rd Street.

Ms. Dawson said she would like to see what type of zoning existed in the City.

Mr. Cruz said that he would like to see what the rules would be to remove billboard signs.

ADJORNMENT

There being no further business, the meeting was adjourned at 8:20 P.M. to the July 14th meeting.

Kanwal Sandhu,
Assistant Planner