



Temporary & Supplemental Commercial Signs

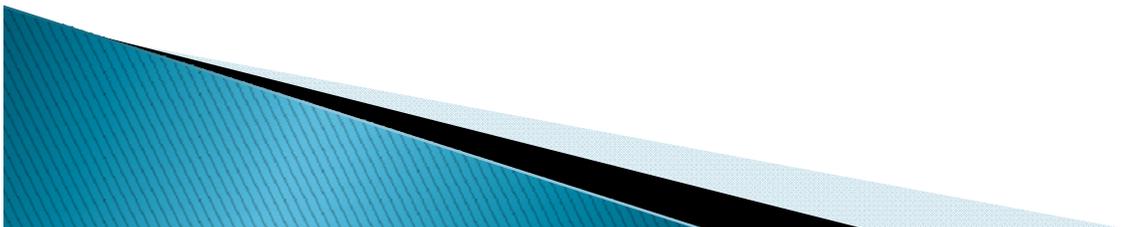
City Council Meeting
September 4, 2013

Purpose



What is the purpose of a sign ordinance?

- To promote economic vitality, enhance the appearance of the community, and encourage effective use of signs
- Established to protect pedestrian and traffic safety by minimizing confusing and distracting signs

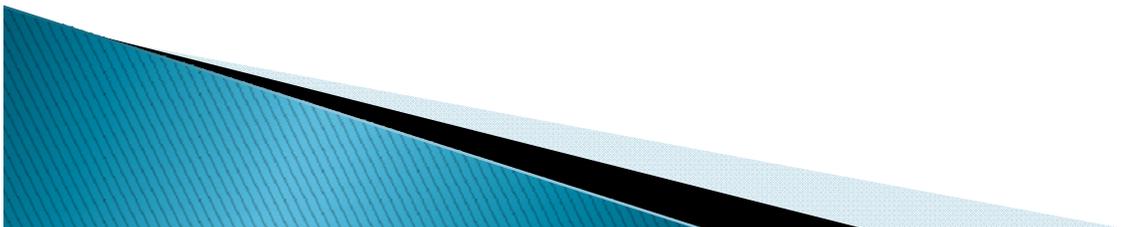


Regulations



Use and location of signs for business purposes are regulated by:

- City of Martinez Municipal Code – Title 16
 - Applies to all areas of Martinez
- City of Martinez Downtown Specific Plan
 - Applies only to the Downtown area identified in the Plan





Who handles code enforcement?

- Historically done by the City's Public Works Department
- Recently moved under the City's Police Department
 - Code Enforcement Officer – Ron Swenson
 - Responsible for enforcing compliance with all municipal codes (such as building codes, signage, etc.)

Temporary and Supplemental Commercial Signs

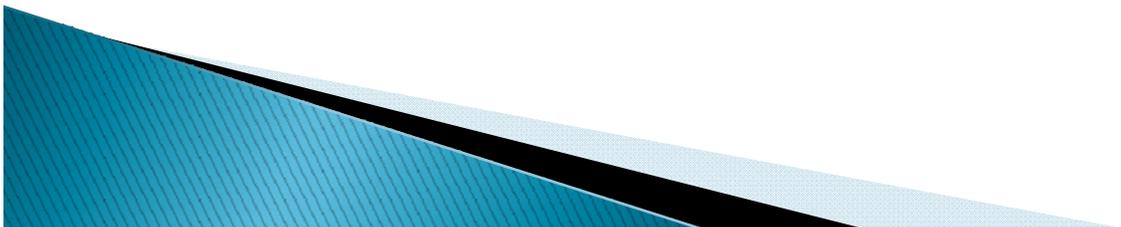


These types of signs are allowed in addition to permitted wall signs and window signs

- ▶ **Portable Free-Standing A-Frame Signs** (Code 16.32.045)
 - Designed to be movable and not structurally attached to the ground, building structure or another sign

- ▶ **Flexible/Temporary Signs** (Code 16.32.120)
 - Any sign, banner, pennant, valance, or advertising display constructed of cloth, canvas, or other light materials with or without frames
 - Intended to be displayed for no more than 20 calendar days

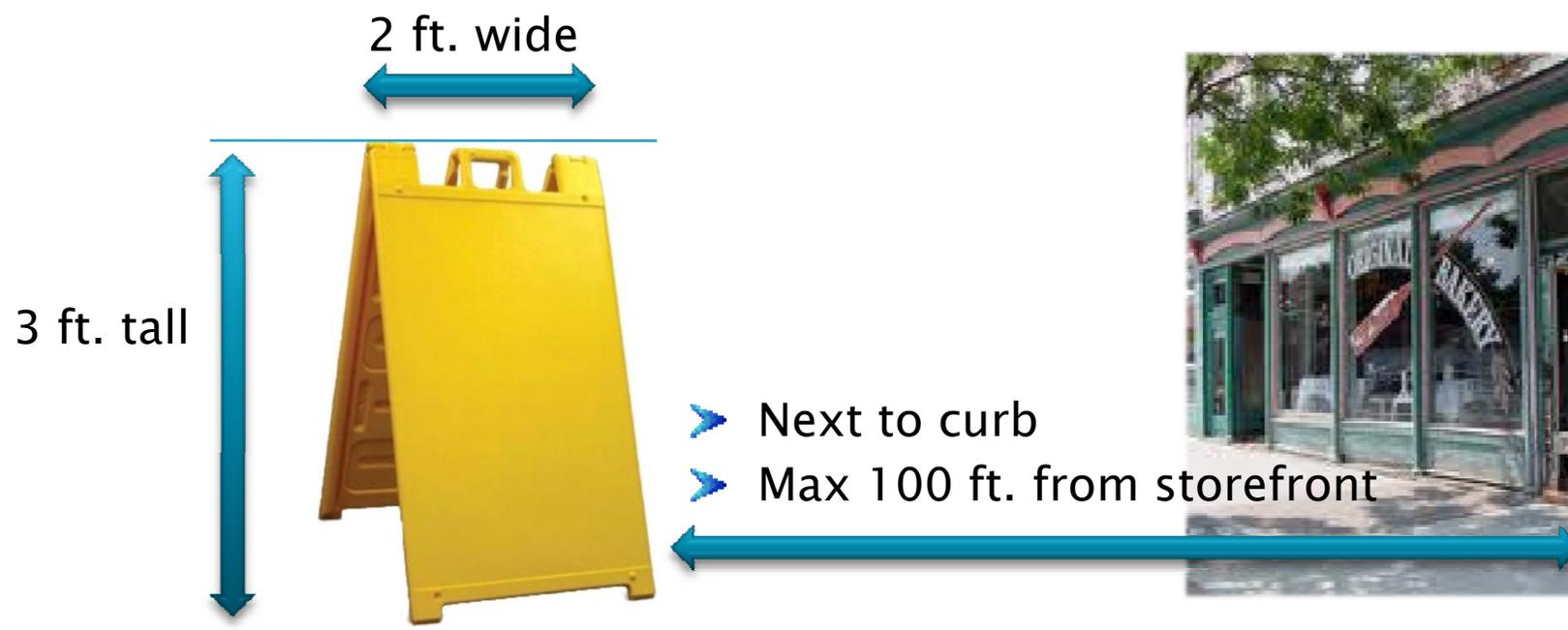
- ▶ **Shingle and Suspended Signs (Blade Signs)** (Code 16.32.070)
 - A sign attached to the building in the eaves indicating the name of the business and the type of goods or services rendered





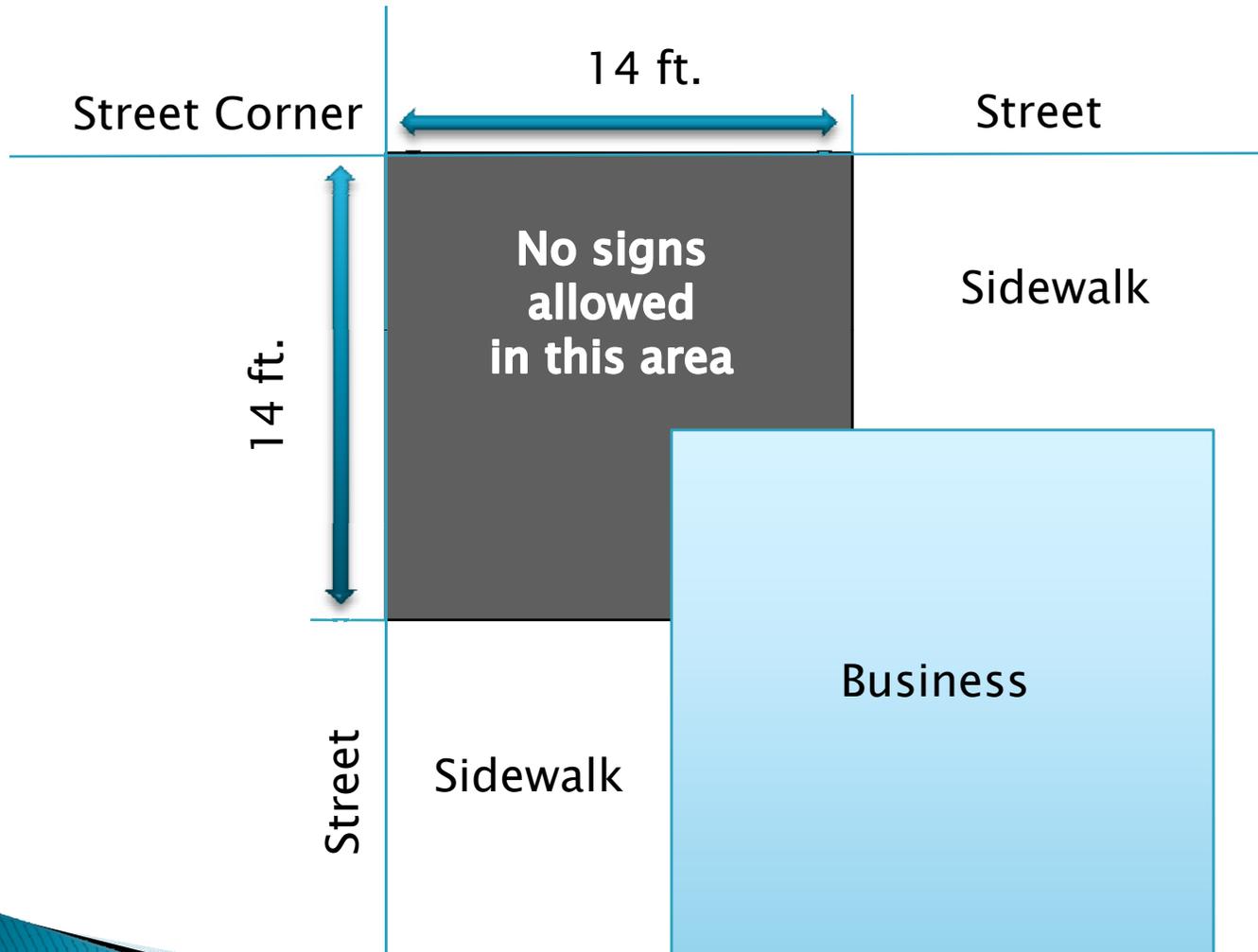
Portable A-Frame Signs

- ▶ One (1) A-Frame sign per business
- ▶ Must be removed when not open for business





Portable A-Frame Signs



*Must maintain 5 ft. minimum sidewalk area for ADA compliance



Flexible/Temporary Signs



- ▶ Any sign, banner, pennant, valance, or advertising display constructed of cloth, canvas, or other light materials with or without frames
- ▶ Includes banners, pennants, etc. used to advertise a business opening or city-wide events
- ▶ Must be removed within 15 calendar days after the opening or within 20 calendar days of installation
- ▶ Not allowed:
 - ▶ Pole-mounted signs
 - ▶ Signs attached to public property
 - ▶ Signs blocking the public right of way



Shingle & Suspended Signs (Blade Signs)



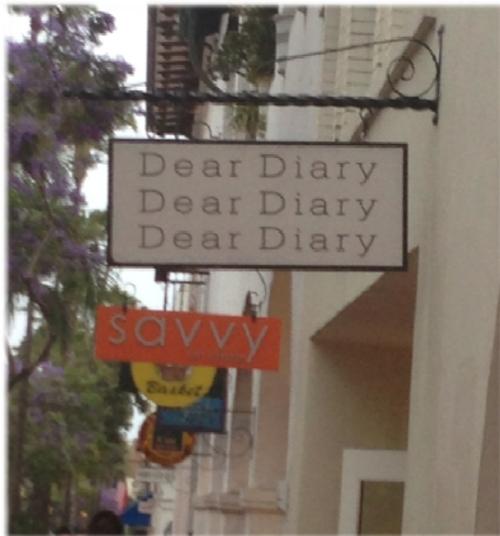
- ▶ Building permit and design review required
- ▶ If not illuminated, constructed of painted or stained wood or material simulating wood
- ▶ Message limited to business name and type of good or service provided
- ▶ Not attached to any structure other than a building



Shingle & Suspended Signs (Blade Signs)



Thickness:
Min. ½ inch → Max. 3 inches
Max. of 4 sq. ft. for total sign area

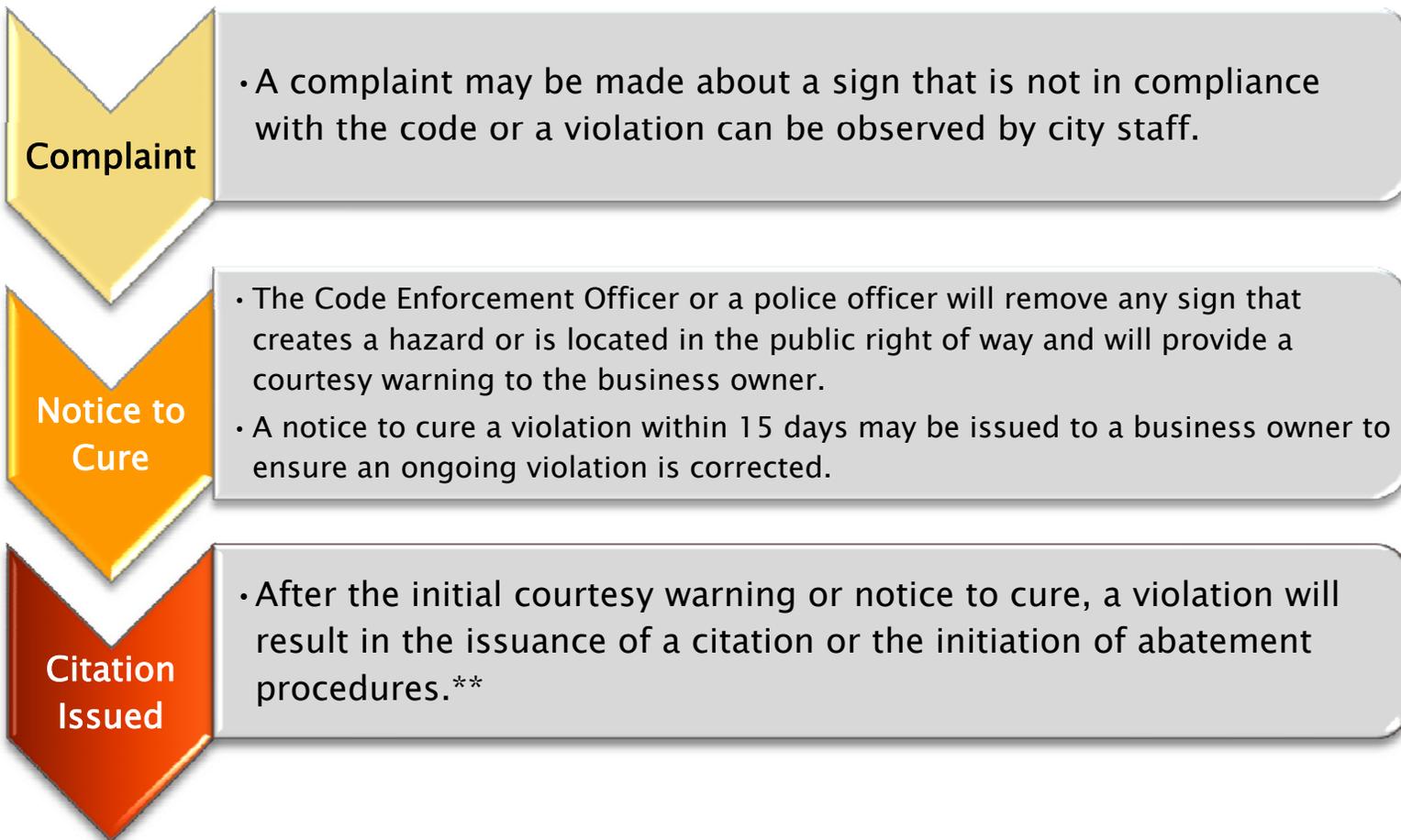


Height from sidewalk:
Min. 7 ½ft. → Max. 11 ft.





Enforcement Process

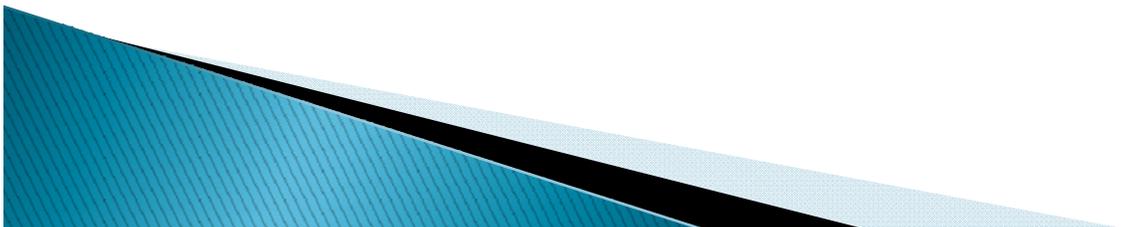


***Violations resulting in an administrative fine may be appealed in writing within 10 working days of personal service or the date of mailing of the administrative citation.*



- ▶ Community Workshop with Business Owners
 - Friday, October 4th at 8:30am
 - City Hall, Council Chambers

- ▶ Presentation posted on City's website
www.cityofmartinez.org





For more information contact:

Planning Department
(925) 372-3523

www.cityofmartinez.org