

# SUPPORT FOR BERKELEY BUSINESSES

## MODIFICATIONS TO THE SIGN ORDINANCE

Planning Commission  
April 7, 2021

# OVERVIEW

## Sign Ordinance

- ❖ Overview of Referral
- ❖ Existing Regulations & Recommendation
- ❖ Feedback from Planning Commission

# OVERVIEW OF REFERRAL

## Referral Response: Modifications to the Zoning Ordinance to Support Small Businesses (City Manager, 10/15/19)

Part of this referral request clarifying the design review process and guidelines for signs in commercial districts.

### PROPOSED AMENDMENTS AFFECT

- Berkeley Municipal Code Title 20 [Signs]
- Berkeley Municipal Code Title 23 [Zoning]

# AMENDMENTS TO TITLE 23

## PROPOSED AMENDMENTS

- Title 23 [Zoning] - Replacement Signs - Requires Design Review
- Title 20 [Signs] - Replacement Signs – Does NOT require Design Review

### *Recommendation*

Minor edits to Zoning Ordinance to maintain consistency with Sign Ordinance.

- **23E.08.020.B:** All projects for which a building or sign permit is required, involving exterior construction or alteration, the removal of public facades or any portion of those facades, or the erection of new signs that are not part of a Master Sign Program or replacement of signs, are subject to design review.

# AMENDMENTS TO TITLE 23

## Recommendation

Modify edits to Title 23 to maintain consistency with Title 20

- **23E.08.020.C:** Permits for projects that are subject to design review may not be issued without design review approval, except that they may be issued conditional upon such approval occurring before the issuance of a building ~~permit or for a permit for a~~ or sign permit as set forth in BMC 20.12-~~010~~ (~~the Signs:~~ Permits Ordinance).

# PERMITTING PROCESSES

The BMC provides direction for the review of new sign applications in two separate ordinances:

- ❖ Title 23: The Zoning Ordinance (Section 23E.08.020 [Applicability]) provides guidance on determining which projects are subject to design review as part of the sign permitting process; and
- ❖ Title 20: The Sign Ordinance (Section 20.12.070 [Issuance authorized when]) provides guidance on when a sign permit is needed, how it is processed, and when it can be issued.

## *Title 20 – Proposed Amendments*

Update and clarify Sign Ordinance language regarding permitting processes and provide guidelines for Master Sign Programs and Exempt Signs.

# IN-KIND SIGN REPLACEMENT



## "in-kind" replacement signs

- ✓ refaced;
- ✓ re-painted;
- ✓ same location; and
- ✓ maintain their original size and design (as determined by staff).

## Recommendation

Define and Exempt "in-kind" Sign Replacement from Obtaining a Sign Permit

# MULTIPLE SIGNS



Building with  
Multiple Tenants



Street with  
Multiple Businesses



Project with  
Multiple Signs



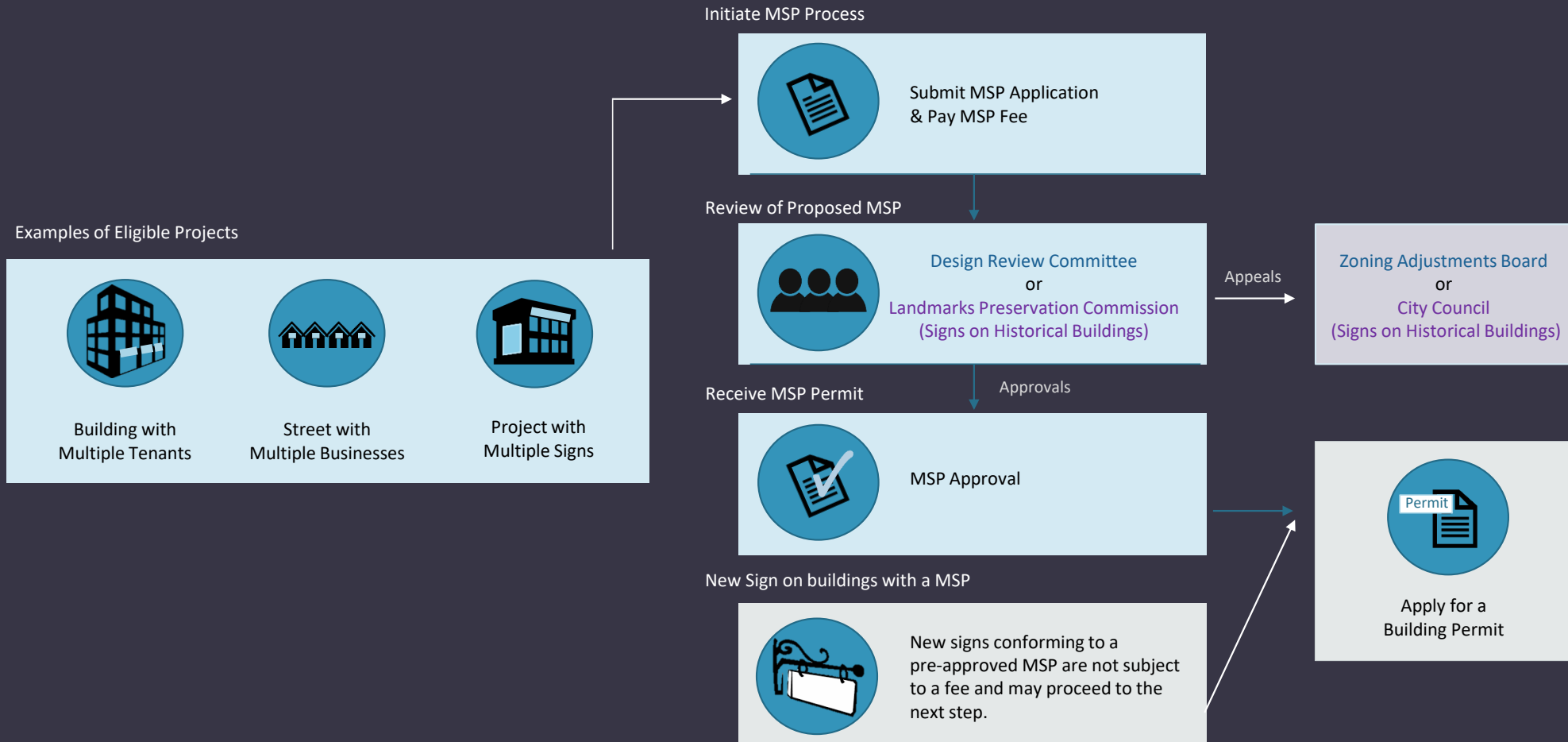
# WHAT IS A MASTER SIGN PROGRAM?

- ❖ Establish consistent sign design standards for development projects, projects with multiple signs, and projects with multiple tenants.
- ❖ Streamline the approval process for new, updated, or replacement signs.
- ❖ Facilitate the approval process for signs when individual tenants turnover.
- ❖ Provide an opportunity for unique circumstances, when there is cause, for the size and placement of proposed signs to differ from standards set by the Sign Ordinance.

## *Recommendation*

Establish a Master Sign Program

# MASTER SIGN PROGRAM - FLOW CHART



# SUMMARY OF RECOMMENDATIONS

- ❖ Exempt “in-kind” Sign Replacement from Obtaining a Sign Permit
- ❖ Establish a Master Sign Program
- ❖ Update and Clarify Sign Ordinance Language Regarding Permitting Processes and Provide Guidelines for Master Sign Programs and Exempt Signs.
- ❖ Modify proposed amendment to consolidate and clarify language regarding the approval and appeal process for Master Sign Programs to better reflect existing practices