LIVERMORE
CALIFORNIA

# SIGNS – MASTER SIGN PROGRAM

## How to apply for a Master Sign Program

***What is the purpose of a Master Sign Program?***

A Master Sign Program (MSP) is used to create standard sign design guidelines for projects with multiple buildings or tenants. Once a MSP is approved, tenants receive approval for their individual signs at staff level instead of having to go through the Design Review process each time.

***What types of projects may have a Master Sign Program?***

Any Commercial, Office, or Industrial project with more than one building or tenant may apply for a MSP.

***Do all of the signs for my project have to look alike in order to qualify for a Master Sign Program?***

No. Although the purpose of a MSP is to create continuity, it is not a requirement to have all signs the same color or font design. Also keep in mind that a MSP cannot regulate copyrighted signage.

***Who decides whether to approve a request for a Master Sign Program?***

The Planning Commission makes the decision on Master Sign Programs. They review the MSP for size, design, colors, and overall continuity between the signs and the building.

Master Sign Programs in the Downtown Specific Plan Areas are approved through an Administrative Design Review process.

***How long does the process take?***

The Planning Commission process ranges from six to twelve weeks depending on the completeness of the application and the meeting schedule. Applications containing all submittal requirements upon receipt by the City are typically reviewed in six weeks. The Commission meets twice a month on the first and third Tuesday of the month.

The Administrative Design Review process ranges from two to four weeks depending on the completeness of the application. Completed applications submitted within the DSP Areas are taken before the Downtown Review Committee. This Committee meets every Thursday.

***What Documents do I Submit?***

- A completed application form signed by the property owner or owner's representative
- General Plan Areas - 16 copies of a narrative Master Sign Program, illustrations, building elevations and site plan with sign location (see attached Model Master Sign Program)
- DSP Areas - 5 copies of a narrative Master Sign Program, illustrations, building elevations and site plan with sign location
- Environmental Assessment Form
- One 8.5" x 11" reduction of all drawings on paper and transparencies
- Colors and Materials board, and colored renderings
- Application Fee. Refer to Fee Sheet

***What should be included in the Master Sign Program?***

A model Master Sign Program has been created for you. This model includes the general text found in a MSP along with helpful hints in tailoring it to your own project. This model is based on a Multi-tenant Commercial Center, so not all of the text found in the model may apply to your project.

# MODEL MASTER SIGN PROGRAM

## MODEL MASTER SIGN PROGRAM

MASTER SIGN PROGRAM
FOR
(PROJECT NAME)
(PROJECT ADDRESS OR LOCATION)
LIVERMORE, CALIFORNIA

APPROVED BY (PC OR CC) ON
(APPROVAL DATE)

(PROPERTY OWNER'S NAME)
(PROPERTY OWNER'S ADDRESS)
(CITY, STATE, ZIP CODE)
(PROPERTY OWNER'S PHONE NUMBER)

# MASTER SIGN PROGRAM
# FOR
# (PROJECT NAME)
# (PROJECT LOCATION)
# LIVERMORE, CALIFORNIA

## A. PURPOSE AND INTENT

This section of the Master Sign Program (MSP) is used to explain the general purpose of the Master Sign Program. All signs must meet the standards of the Livermore Planning and Zoning Code (LP&ZC) and the Master Sign Program.

Example:

The intent of this Master Sign Program is to provide flexible design guidelines necessary to achieve a consistent, visually coordinated, balanced and appealing signage environment for the mutual benefit of all tenants within the (Project Name) development. The criteria outlined in this Master Sign Program will be enforced by the Property Owner and the City of Livermore. Any sign that is nonconforming or unapproved shall be removed and/or shall be brought into conformity at the Tenant's expense.

## B. GENERAL CRITERIA

This section establishes general criteria for the Master Sign Program and all signs under its jurisdiction. This includes requirements for the Property Owner's approval, Planning Division's approval, building permits and other such items.

Example:

1. All signs shall conform to the sign regulations for Planned Unit Development (#), Planned Development (#), or the (__) Zoning District for the (Project Name) as adopted by the City of Livermore.
2. Prior to manufacture of a sign in the center, the Tenant shall submit to the Property Owner for approval, (#) copies of detailed drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, locations, colors and method of attachment. Property Owner's approval of the signs must be obtained prior to submitting to the City of Livermore for review and permitting.
3. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Property Owner and the City of Livermore.
4. Prior to the installation and manufacture of a sign, the Tenant shall obtain a sign permit from the City of Livermore Building Division.
5. Each Tenant shall pay all costs for their signs including manufacture, installation, maintenance and City permits.

6. Each Tenant shall be fully responsible for, and repair any damage to, any surface caused by the signage or its installation within (#) days of notification by the Property Owner or the City of Livermore.
7. Property Owner reserves the right to periodically hire an independent contractor, at Tenant's sole expense, to inspect the installation of all Tenant signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within (#) days of notice, may be corrected by the Property Owner at the Tenant's expense.
8. Tenant's sign contractor shall carry a valid state contractor's license, worker's compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of the signs in the amount of $1,000,000 per occurrence. Evidence of insurance coverage must be provided to the Property Owner prior to installation, naming Property Owner as additional insured, and must be presented to the City of Livermore Building Division when applying for a sign permit.
9. Upon vacancy, Tenant shall remove all signs and restore the building and/or site to its original condition at Tenant's sole expense within (#) days of expiration of term or earlier termination of Tenant's lease.
10. Illumination of signage shall be controlled so that no signs are illuminated after normal business hours for those tenants not open 24 hours a day. All lighting shall be mounted on the sign and shielded to prevent glare.

## C. PROHIBITED SIGNS

This section usually includes information regarding signs that the City of Livermore prohibits and those signs that the Property Owner is prohibiting in this Master Sign Program.

Example:

1. No animated, neon, flashing, audible, blinking, rotating or moving signs whose illumination changes with time, or which is designed in a manner to simulate motion are allowed.
2. No off-premise or vehicle signs are allowed.
3. No exposed raceways, crossovers, conduits, neon tube conductors or transformers are allowed.
4. No billboard or roof signs are allowed.
5. No signs constructed in such a manner as to create a traffic hazard by creation of glare, obstruction of vision, or at a location where it may interfere with, obstruct the view of, or be confused with any authorized traffic sign are allowed.
6. No placards, flags, pennants of any type are allowed.
7. No can or cabinet signs shall be allowed except logos, which shall not exceed 50% of allowed area.
8. No inflatable signs are allowed.

## D. SIGN CONSTRUCTION CRITERIA

This section is where the Property Owner sets forth the basic construction criteria for the signs in this Master Sign Program. Criteria would include such things as sign depth, standard return

colors, trim cap colors, sign and logo dimensions, letter height, method of attachment, and other such criteria.

Example:

1. All signs and their installation shall comply with all applicable City and State codes.
2. All illuminated signs shall bear the Underwriters Laboratories (U.L.) label and comply with California Electrical Code Article 600.
3. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Property Owner's approval. Signs are to be connected to the J-box provided by the Property Owner.
4. All penetrations of exterior fascia to be sealed watertight, and finished to match adjacent materials, subject to Property Owner's approval.
5. All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be at least equal in quality and design to the original signs. The standards for maintenance and repair of all signs shall be that which will assure the highest visual quality.
6. All exterior signs shall be secured by concealed, stainless steel, nickel or cadmium plated fasteners. Fasteners to be installed per manufacturer's specifications.
7. Plastic surfaces to be (Standard Name) 3/16" Plexiglas and manufactured for outdoor advertising.
8. All exterior signs shall be mounted ½" from the building face for proper drainage.
9. Internal illumination to be 60-milli-amp neon and the installation labeled in accordance with the "National Board of Fire Underwriters Specifications" and bear the U.L. label. No other labels or identification will be permitted on the exposed surfaces of the sign except those required by local ordinances.
10. All exposed letter sheet metal returns shall be 24 gauge, painted with one coat of primer and two coats (Color) enamel to match (Standard Name and Color). All trim-cap to be (Color) to match the returns, ¾" in thickness.

## E. SIGN DESIGN CRITERIA

This section is generally used by the Property Owner to convey any additional information to the tenants regarding sign design requirements.

Example:

1. Tenants of the multi-tenant retail shops and pads are required to have an internally illuminated or back-lit sign on their fascia and a non-illuminated sign under the canopy, unless otherwise specified in this criteria or approved by the Property Owner and the City of Livermore.
2. Location of all signs shall be as shown in these criteria and as directed by the Property Owner and approved by the City of Livermore.
3. Notwithstanding the maximum square footages allowed for each sign, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Signs shall be centered horizontally over each tenant's space unless

otherwise directed by the Property Owner and approved by the City of Livermore. Signs should not exceed 70% of the width of the tenant space.

4. Signage allowed on one building or frontage shall not be transferred to another building or frontage.
5. Each sign, including a sign located on a temporary or portable building, shall be subject to the criteria within this Master Sign Program.

## F. FREESTANDING SIGNS CRITERIA

This section should be used to give a narrative description of any proposed freestanding signs on the site. Freestanding sign means a sign supported all or in part by the ground, including but not limited to a ground, monument, pole, or similar sign. (Note: If no signs of this type are proposed, please make a note in this section. If signs of this type are prohibited, please put the specific sign type under the "Prohibited Signs" section.)

Example:

1. Two (2) double-faced internally illuminated freestanding monument signs shall be allowed in general accordance with the design shown on Exhibit "A" attached, with locations as shown on the attached site plan or as approved by the City of Livermore. Maximum sign copy per face shall not exceed 30 square feet.
2. The Property Owner shall identify which tenant/tenants are the major tenant/tenants. In addition to the identification of the major tenants, the Property Owner, at Property Owner's discretion, will determine which tenant/tenants are identified on the freestanding monument signs.
3. Each freestanding monument sign shall conform to the City's clear sight triangle requirements and be setback 10-feet from the public right-of-way, any property line and 10-feet from any access driveway.
4. Each freestanding monument sign shall have a maximum height of eight (8) feet, and the area of a supporting structure of the monument sign may not exceed the area of its approved sign face. Each freestanding sign shall be in general accordance with the design shown on Exhibit "B" attached.
5. All freestanding signs shall be located in a permanently maintained landscaped planter having an area no less than twice that of the sign area.
6. If more than one freestanding sign is proposed, than they shall not be located within 150-feet of each other.

## G. TENANT SIGNAGE CRITERIA

A Master Sign Program may have multiple "Tenant Signage" sections. Usually each section would represent the different types of tenants that are present on site since they usually have different sign requirements. The groups can be broken down into "Major Tenants", "Minor Tenants", "Multi-Tenant Building", or any other designation that fits the site. Like the freestanding sign section, information regarding size, area, illumination, and style would be described for each of the sign types. If a tenant and/or the Property Owner does not know what sign type they will have at the time the Master Sign Program is written, then a maximum sign square footage may

be listed along with maximum letter heights. This allows for flexibility as tenants seek approval of their signs.

Example:

Signs shall be installed on the fascia space provided on their building frontage. Maximum sign area allowed for each tenant shall be their pro rata share of the maximum aggregate sign area allowed for each building per the City of Livermore's sign requirements for signs on the primary frontage in the ( ) Zoning District. All primary frontage signs to conform to the sizes and locations per Exhibit "C".

## H. OTHER BUILDING SIGNAGE CRITERIA

This section of the Master Sign Program is used to describe any other signage that may be found on the site. This signage usually includes such things as under-canopy or blade signs, window signs, service door signage, directional/safety signage, and temporary signage. A Master Sign Program does not have to include all of these types of signs, only the ones that are found on the site. A description of each of these types of signs should be provided including size, design, location, and so forth.

Example:

A. Under-canopy Signs (a sign under an awning or arcade perpendicular to a pedestrian walkway)

Tenants shall install one double-faced under-canopy sign, approximately 12" high and 4'-0" long, in a location designated by the Property Owner. All signs shall be purchased from the Property Owner's designated sign company (Sign Company's Name). Background color to be as designated by the Property Owner, with copy color to be white. Signs to be mounted so that there is an 8'-0" clearance from the bottom of the sign to the sidewalk or ground in all cases and centered as to not interfere with sprinklers or light fixtures.

B. Directional Signs (a sign that provides vehicular directional information at key internal/external decision points of a complex)

Directional sign posts shall be 3" square by 5' in height and capped and painted (color) at all exposed surfaces. The panel shall be 52" wide by 40" in height by ¼" in diameter and shall be painted (color). All lettering, including arrows, shall be limited to 4" in height and painted in (color) matte vinyl.

C. Temporary Signs (a sign intended to be displayed for a limited period of time only)

Temporary signs shall comply with Section 3-45-150 of the LP&ZC and shall be limited to banners, freestanding A-frames, window paintings and stake signs (Note: The Property Owner can exclude any of these sign types, but must note the specific sign type that is being excluded under the "Prohibited Signs" section.). For commercial and non-commercial temporary signs the maximum sign area allowed per Tenant space is one-half of the sign area permitted for a

permanent sign in the district in which the parcel is located. Prior to any Tenant displaying a temporary sign, they must first register the sign with the City of Livermore Planning Division by completing an application provided by the City. The application must be signed by the Property Owner prior to submitting it to the City of Livermore Planning Division for approval. Each Tenant shall pay all costs associated with their temporary sign including manufacture, installation, maintenance and the City permit fee.

## I. APPROVALS

This section is used to provide applicants information about whom they need to obtain approvals from.

Example:

Prior to the manufacture of any sign, the Tenant shall obtain the Property Owner's and the City of Livermore's approval. The steps in this approval process are as follows:

1. Submit (#) copies of the proposed sign specifications to the Property Owner for approval. Allow (#) of days for review and approval. Upon Property Owner's approval, the Property Owner shall provide a letter to the applicant.

2. Submit the letter, a completed sign permit application, and 4 colored renditions of the approved sign plans to the City of Livermore's Planning Division. The Planning Division will review the submittal for conformance with this MSP.

3. After the Planning Division has approved the submittal, a building permit must be obtained from the City of Livermore's Building Division.

Contact information for approvals:

(Property Owner's Name)
(Property Owner's Address)
(City, State, Zip Code)
(Property Owner's Phone Number)

City of Livermore Planning Division
1052 South Livermore Avenue
Livermore, California 94550
(925) 960-4450

City of Livermore Building Division
1052 South Livermore Avenue
Livermore, California 94550
(925) 960-4410