

- B. Each sign, including a sign located on a temporary or portable building, shall be subject to the requirements of this chapter.
- C. No wall sign shall project more than one foot from a building. A sign which projects more than four inches from a building shall be placed no less than 10 feet above the ground.
- D. Each sign shall be faced parallel to the street (or frontage if the building does not face a street) on which the sign is located, except that:
 - 1. A freestanding sign may be faced perpendicular to the street on which the sign is located.
 - 2. A freeway-oriented sign may be perpendicular to the freeway.
 - 3. A projecting wall or icon sign may be faced perpendicular to the street on which the sign is located.
 - 4. In the case of a corner lot, freestanding signs may be diagonal at the corner.
- E. A freeway, freestanding or temporary sign is permitted within a required setback area, provided it is:
 - 1. Located within a permanently maintained landscaped planter area having an area at least twice that of the sign area;
 - 2. Not closer than 10 feet from any property line and 10 feet from any access driveway; and
 - 3. Not within a radius of 20 feet of the intersection of the rights-of-way of two intersecting streets.
- F. The area of a freestanding sign is deducted from the allowable area on the nearest comparable building frontage.
- G. A freestanding sign up to eight feet in height shall be a monument style sign. A freestanding pole sign is only permitted for a sign in excess of eight feet in height.
- H. Each sign containing commercial sign copy must be located on-site, except for a sign authorized pursuant to *Civil Code Section 713*, which advertises that a property is for sale, lease or exchange by the owner or his agent, and gives directions to the property and the owner's or agent's name, address and telephone number.
- I. The area of a supporting structure of a monument sign may not exceed the area of its approved sign face.

4.06.060 Signs on Public Property and in the Designated Public Right-of-Way

No signs are allowed on public property or in the designated public right-of-way, except for the following:

- A. A public sign erected by or on behalf of the City or other public entity to post legal notices, identify public property, convey public information, or direct or regulate pedestrian or vehicular traffic.
- B. An informational sign of a public utility or transit company regarding its poles, lines, pipes, facilities, or routes.
- C. An emergency warning sign erected by the City or other public entity, a public utility company, or contractor doing authorized or permitted work on public property.

- D. Commercial and noncommercial temporary signs that satisfy the requirements in Section 4.06.140 (Temporary Signs).
- E. Signs constructed by the City to direct persons to specific districts, regions, or public facilities.
- F. A single banner sign over Fourth Street between South J Street and South K Street and over North Livermore Avenue between Chestnut Street and Railroad Avenue. All such signs are subject to the following regulations:
 - 1. The permitted sign shall be:
 - a. Noncommercial; or
 - b. Associated with a civic, community, educational, or cultural event.
 - 2. The sign applicant must apply for an encroachment permit with the City engineer or his or her designee.
 - 3. The City engineer upon review and approval by the planning division shall allow such signs on a first-come, first-served basis for a period not to exceed 14 days per sign.
 - 4. A reservation for installation of a sign is not transferable. The sign locations shall be reserved for use by the City of Livermore during the three weeks prior to any local election.
 - 5. The sign must be installed by the City.
 - 6. The City may charge a reasonable fee to cover the cost of installing the sign, as determined by a resolution of the City Council. Livermore Valley Joint Unified School District and the Livermore Area Recreation and Park District shall each be granted two free banner installations in a calendar year. (Ord. 2099 § 1, 2020; Ord. 1942 § 1, 2011)

4.06.070 Measurement of Sign Area and Height

- A. The area of a sign shall be measured by enclosing the shape in the simplest regularly shaped geometric figure, such as a circle, triangle, diamond, square, rectangle, or other figure having not more than six sides. Where one or more messages consist of letters, panels, or symbols attached to a surface, then the sign area shall be the sum of the areas of each message.
- B. The area of a sphere shall be computed as 50 percent of its surface.
- C. The area of a multi-sided sign shall be the total of each exposed sign face, except where signs are parallel back-to-back and attached to opposite sides of a supporting structure. The area of a motor fuel price sign shall be the total of each exposed face, regardless of the orientation of each face.
- D. The height of a freestanding or temporary sign shall be measured from the top of curb of the nearest street to the uppermost part of the sign or its supporting structure.
- E. The height of a freestanding freeway sign shall be measured from the basic grade of the lot on which the sign is placed to the uppermost part of the sign or its supporting structure.

- C. Each sign shall manifest balanced scale and proportions in its design and in its visual relationship to nearby buildings, its site, and surrounding land uses.
- D. Each permanent sign shall complement the architecture of the building with which it is principally associated, by incorporating compatible materials, colors, and shapes of the building. In addition, each permanent sign shall generally display restrained and harmonious colors, type, styles, and lighting, and shall be constructed of durable materials.
- E. Each sign shall be compatible with the general appearance of other signs visible from its site, and shall not compete for attention in a manner taking advantage of extreme, disharmonious, or clashing colors, shapes, locations, or materials.

4.06.130 Master Sign Program

- A. The owners of a commercial or industrial complex and any joint freeway sign shall submit a master sign program for approval by the Planning Commission.
- B. A master sign program shall include the sign locations, sign types, colors, designs, faces, materials, restrictions, prohibitions, and other general criteria for signs. A sign which is consistent with an approved master sign program is not subject to further design review.

4.06.140 Temporary Signs

- A. **Temporary signs in commercial and industrial zoning districts.**

In addition to the permanent signs allowed in this chapter, temporary signs are permitted in Specific Plans, Planned Unit Development (PUD) and Planned Development (PD) district areas that allow commercial and industrial uses and the following zoning districts designated as Neighborhood Business Commercial (CNB), Commercial Service (CS), Highway Service Commercial (CHS), Commercial Office (CO), Professional Office (CP), Research and Development (I-1), Light Industrial (I-2), Heavy Industrial (I-3), T4 Neighborhood-Open, and Neighborhood Mixed Use (NMU), subject to the following:

 - 1. Only the following types of temporary signs are permitted:
 - a. A freestanding A-frame sign;
 - b. A window painting;
 - c. A banner sign;
 - d. A beacon;
 - e. A stake sign.
 - 2. Prior to displaying a temporary sign which contains commercial sign copy, the owner of such a sign shall register the sign with the Planning Division by completing a form provided by the City. The form shall include the owner's name, address and telephone number, as well as dates the owner intends on displaying the sign. The City may charge a reasonable registration fee to cover the cost of inspection and enforcement, as determined by resolution of the City Council.
 - 3. A freestanding A-frame sign, window painting or banner sign shall be displayed no more than 35 days in any three-month period on private property.
 - 4. Each parcel shall have no more than one freestanding A-frame sign, window painting or banner sign.

5. For commercial and noncommercial signs on developed parcels, the maximum sign area of a freestanding A-frame sign, stake, or banner sign is one-half of the sign area permitted for a permanent sign in the district in which the parcel is located. For vacant parcels, no commercial signs are permitted. Noncommercial signs are permitted as long as the signs do not exceed four square feet per sign and no two signs with the same copy are located closer than 50 feet from each other.
 6. A temporary sign may not be illuminated.
 7. A window painting may cover only up to 50 percent of the window area.
 8. A temporary freestanding A-frame sign is subject to the following requirements:
 - a. Maximum size of temporary freestanding A-frame signs is 30 inches wide by 48 inches tall; and
 - b. A temporary freestanding A-frame sign must be placed on private property or in a landscaped area.
 9. Each parcel shall have no more than one beacon, subject to the following requirements:
 - a. A beacon may be displayed no more than 10 days per year;
 - b. A beacon must be located on site;
 - c. A beacon may not create a hazard to pedestrians, vehicles, or aircraft due to its location or movement; and
 - d. A beacon may only operate during the business hours of the use being identified.
 10. Commercial and noncommercial temporary signs are not permitted on public property. For clarification, the term public property for this prohibition means both real property owned by a public entity as well as physical property, including but not limited to traffic lights, street lights, and utility infrastructure.
 11. In the Downtown Specific Plan (DSP) area only, commercial and noncommercial temporary signs are not permitted in the designated public right-of-way with the exception of A-frame signs, which must be:
 - a. No larger than 30 inches wide by 48 inches tall;
 - b. Located within five feet of a front building entrance of only commercial uses;
 - c. Allow for adequate ADA and public access on the sidewalk; and
 - d. Subject to DSP Chapter 6 design standards, including standards for portable signs.
 12. Temporary signs are not permitted in the designated public right-of-way, and are not permitted in the street, street median, or sidewalk in commercial and industrial zones other than the DSP.
- B. Temporary signs in residential zoning districts.**
- In addition to permanent signs allowed in this chapter, temporary signs are permitted in Specific Plans, Planned Unit Development (PUD) and Planned Development (PD) district areas that allow residential uses and in zoning districts designated as Downtown Specific Plan (DSP), Suburban Multiple Residential (RG), Multiple Family Residential (MFR), Suburban Residential (RS), Low Density Residential (RL), Rural Residential (R-R), T3 Neighborhood, and T4 Neighborhood, subject to the following:

- I. A temporary sign may be placed on private property subject to the following:
 - a. Noncommercial signs.
 - (1) Maximum four square feet per sign;
 - (2) No limit on the number of signs permitted; and
 - (3) Signs must be a stake sign.
 - b. Commercial signs.
 - (1) Signage pursuant to *Civil Code Section 713* may be freestanding or wall-mounted;
 - (2) Signs pursuant to a master sign program associated with a residential development are exempt; except they may not exceed 32 square feet and may not exceed one per parcel; and
 - (3) A temporary commercial sign shall not be displayed for more than 35 days in any three-month period on private property.
2. Temporary signs are not permitted in the designated public right-of-way, and are not permitted in the street, street median, or sidewalk in residential zones.
3. Repealed by Ord. 2151.
4. Commercial and non-commercial temporary signs are not permitted on public property. For clarification, the term public property for this prohibition means both real public property and physical public property, including but not limited to traffic lights, street lights, and utility infrastructure.
- C. **Enforcement.** Any commercial or noncommercial temporary sign placed in the public right-of-way or public property in violation of this section shall be subject to confiscation and removal by the City and subject to enforcement using the remedies in Chapters 1.20, 8.14, and 8.15 LMC, and such other remedies the City may have. The Neighborhood Preservation staff shall develop enforcement protocols for the removal and storage of those signs, as well as for their retrieval and possible destruction if not retrieved. (Ord. 2151 § 6, 2023; Ord. 2141 §§ 1 – 3, 2022; Ord. 2099 § 2, 2020)

4.06.150 Transect Zones (T4 Neighborhood-Open, T4 Main Street-Open, T4 Main Street)

In a Transect zone (T4N-O, T4MS-O, T4MS) permanent signs are permitted as follows:

- A. **Lighting.** Signage shall be externally illuminated.
- B. **Permitted signs.** Only the following types of signs are permitted and shall follow the following regulations:
 1. Projecting wall sign. See Subsection 4.06.150.C
 2. Awning/Canopy. See Subsection 4.06.150.D
 3. Wall. See Subsection 4.06.150.E
 4. Free-standing sidewalk sign. See Subsection 4.06.150.F
 5. Window sign. See Subsection 4.06.150.G