



SIGN REGULATIONS INFO SHEET

Hours: Monday, Tuesday, Thursday 8 am–4 pm and Wednesday 8 am–3 pm

CITY OF SAN LEANDRO
Community Development Department
835 East 14th Street
San Leandro, CA 94577

Email planner@sanleandro.org
Leave a Message (510) 577-3325

General Information

The purpose of sign regulations is to provide each sign user the opportunity for effective identification by regulating the number, size, and location of signs on all sites. The sign regulations enhance the quality of the City's appearance and help maintain consistent standards with the types of establishments in each zoning district, or portion thereof.

Exempt Signs

Certain signs are exempt from Chapter 4.12 of the Zoning Code, such as street address numbers.

[§4.12.108 >](#)

This exemption does NOT apply to the Building Division requirement of a sign permit for changes of the face or copy of a sign.

[Building Permits >](#)

MAXIMUM TOTAL SIGN AREA PER TENANT OCCUPANCY §4.12.112.A >	
For on-site signs visible from a public right-of-way. Excludes temporary/exempt signs.	
RO, RS, AND RD	24 sf for permitted non-residential uses. Subject to prior approval of the ZEO
RM	8 sf per frontage for residential uses. Unless a greater area not to exceed 32 sf is approved as a condition of a use permit for a site over 2 acres. 12 sf for permitted nonresidential uses. Subject to prior approval of the ZEO.
P	40 sf per frontage
CN, CC, CS, DA, NA, SA, I DISTRICTS	Frontages up to 55 feet. 2 sf per lineal foot of frontage. Frontages greater than 55 feet. 15 times square root of lineal foot of frontage. DA District. See also Downtown San Leandro Design Guidelines.
CR, OS, PS, AND PD	As prescribed by use permit

Calculating Frontage. Only the frontage that is developed or will be developed with an approved building permit shall be counted for purposes of determining the maximum allowable sign area.

Calculating Total Sign Area. The total sign area may be allocated between wall, freestanding, and project signs, provided that each sign conforms to the applicable regulations.

Sign Area Not Transferable. No sign or sign area permitted on one frontage shall be transferred to another frontage except in accord with a Master Sign Program.

THE FOLLOWING SIGNS ARE PROHIBITED §4.12.112.L >	
CERTAIN TEMPORARY SIGNS	Canvas signs, banners, pennants, feather signs, streamers, balloons, or other temporary or wind signs except as noted for Temporary Signs §4.12.112.K .
MOBILE / PORTABLE	Mobile, A-Frame and portable signs (except temporary open house signs.)
HAZARDOUS SIGN	Signs that produce odor, glare, lasers, excessively bright lights, sound, smoke, fire, or other such emissions; Signs that interfere with Fire operations.
MOVING / FLASHING / FLUORESCENT TUBES / INCANDESCENT BULBS §4.12.112.J >	Signs that move or change in intensity of illumination or contain changeable text. <u>Exceptions:</u> Time or temperature signs or a theater canopy sign that otherwise complies with Chapter 4.12 and does not contain changeable text. Reader board sign for trade schools with instructional programming and community organizations, limited to event or class schedule only.
TALL ROOF / CANOPY SIGN	Sign extending to a height more than 4 feet above the roofline.
CONFLICTING SIGNS	Signs resembling any official marker by the City, State, or any government agency, or would conflict with the proper functioning of any traffic sign or signal, or would be a hazard to vehicular or pedestrian traffic.
LARGE WINDOW SIGN	Paper, paint, or other window sign which exceed 25% of the total area of that window at any time.
EQUIPMENT	Vehicles or equipment stored with mast arms in an elevated position with intent to advertise.
VEHICLE SIGNS §4.12.112.M >	Signs affixed to any vehicle or trailer on a public street or public or private property, unless the vehicle or trailer is intended to be used in its normal business capacity and not for the sole purpose of attracting business.
OFF-SITE ADVERTISING SIGNS §4.12.116 >	Any nonconforming off-site advertising sign may only be reconstructed or relocated with a relocation agreement between the City and the sign owner, consistent with Section 5412 of the California Business and Professions Code.

Check your Zoning District

www.sanleandro.org/zoning >

[§#.#.# >](#) Refers to relevant Zoning Code Section.



CITY OF SAN LEANDRO **PLANNING** www.sanleandro.org/planning
SIGN REGULATIONS INFO SHEET

WHAT FINDINGS (AND CONDITIONS) ARE NECESSARY FOR APPROVAL?

All signs regulated by [Chapter 4.12](#) are subject to the review and approval of the Community Development Director or reviewer designated by the Director. To approve signs, the Community Development Director must make all of the following findings: [§4.12.104 >](#)

- a. **Uncluttered.** The sign's copy and graphics are limited to the information essential to provide adequate business identification, so that the sign does not appear cluttered and does not distract from the identification of other signs in the area.
- b. **Attractive and High Quality.** Sign provides an attractive graphic composition and is of a high quality material, which is compatible with the surrounding business area and the objectives of the General Plan.
- c. **Colors.** The sign uses compatible colors and avoids the use of garish colors or combinations of colors.
- d. **Compatible.** The sign's construction, size, colors, and method of illumination are aesthetically compatible with the site's architecture and architectural context.

DO I NEED A MASTER SIGN PROGRAM?

Yes, if you meet the following: [§4.12.120.A >](#)

- 3 or more nonresidential occupants, or
- Occupies 2+ acres; and
- Require Site Plan Approval per [Chapter 5.12](#).

The Zoning Enforcement Official must approve the Master Sign Plan/Program before issuance of any permits for signs. Each new tenant must meet the requirements of the new Master Sign Program.

CAN I GET AN EXCEPTION TO THESE SIGN REGULATIONS? FOR EXAMPLE, I AM PROPOSING A SIGN THAT IS LARGER THAN ALLOWED BY CODE.

Any sign application (individual sign applications and Master Sign Programs) may propose exceptions from the standards in [Chapter 4.12](#) by submitting for a Sign Exception Permit.

Exceptions that are approved as part of a Master Sign Program will apply to the signage of subsequent tenants.

MASTER SIGN PROGRAM OR SIGN EXCEPTION PROCESS

The Zoning Enforcement Official is the decision-maker unless they defer action to the Site Development Sub-Commission. The decision-maker may require reasonable conditions necessary to carry out the intent of [Chapter 4.12](#).

APPLICATION MATERIALS CHECKLIST	
<input type="checkbox"/>	<p>1. Complete the Direct Cost Application Form www.sanleandro.org/planningforms ></p>
<input type="checkbox"/>	<p>2. Online Planning Application aca-prod.accela.com/SANLEANDRO ></p> <p>Provide General Sign Information:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Total Sign Area (SF) as well as break down if multiple signs proposed. <input type="checkbox"/> Maximum Height of proposed sign(s) <input type="checkbox"/> Length of Frontage of Building(s) on which sign(s) will be placed <input type="checkbox"/> Provide color photographs of the building elevation(s). Demonstrate the latest conditions on the site and in the adjacent area. <input type="checkbox"/> If Sign Exception: Statement of the reasons for any requested modifications to the regulations or standards of Zoning Code Chapter 4.12. <p>Upload the following documents:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Site Plan. Show, label, and dimension the property lines, sidewalk and curbs, all structures with a roof, the outline of buildings on adjacent lots, landscaping and trees, parking spaces, walls/fences, trash enclosure, and location of all existing and proposed signage. <input type="checkbox"/> Existing and Proposed Elevations. Show, label, and dimension all exterior surface details of all buildings on the site on which wall signs, directory signs, or projecting signs are proposed. Show all windows, eaves, and roofing and indicate their color and materials. <input type="checkbox"/> Proposed Sign. Indicate dimensions of all structures, cabinets, and/or letter height, and proposed color schemes.
<input type="checkbox"/>	<p>3. Permit Fee: www.sanleandro.org/planningfees ></p> <p>A Planner will reach out in reference to the application Record Number to confirm whether all requested materials have been received and issue an invoice for payment of permit fee or deposit.</p> <p>We accept mailed checks (payable to City of San Leandro), or Visa, Discover, or Mastercard with a 2.5% credit card processing fee per transaction over the phone.</p>
STANDARDS FOR APPROVAL	
<p>In addition to the findings specified in §4.12.104, the Master Sign Program or Sign Exception must meet these standards for approval: §4.12.120.F ></p> <ul style="list-style-type: none"> <input type="checkbox"/> Design Quality. The proposed sign or sign program contributes to the design quality of the site and surrounding area, and that any proposed exception, will be superior to the quality that would result under the regulations and standards of §4.12.112; <input type="checkbox"/> Compatible with the site. That the proposed signs are compatible with the style or character of existing improvements on the site and are well-related to each other; and <input type="checkbox"/> Consistent with Purpose of Chapter 4.12. That any deviations from the standards are fully consistent with the purposes of Chapter 4.12. 	