



CITY OF PLEASANT HILL

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CITY-WIDE DESIGN GUIDELINES CHECKLIST

SIGNS

Application Submittal

Please review the City of Pleasant Hill City-Wide Design Guidelines and complete the following checklist. Please note the following are summarized sections related to the City-Wide Design Guidelines – Signs, that should be reviewed for every sign project, please review the specific sign design guidelines in each relevant section and acknowledge your review. Sign Design guidelines can be found in the Additional space is provided to note how your project complies with the various sections of the guidelines. If you need additional space to respond, please feel free to attach supplemental information.

1. **GENERAL SIGN GUIDELINES** – Signage should be considered as elements of attractive and high quality design. They should reflect and complement architecture and design theme and should not “stand alone” as an overt attempt to gain attention, nor overpower the setting where located. Signs should efficiently advertise the business so that passers-by can readily understand the message. (*Sign Guidelines in Section IV.C. 1-7*)

Comments:

Reviewed: Yes No

2. **TYPES OF SIGNS** – For existing buildings, new signs should comply with a master sign program, if applicable. Signs should match or be consistent with surrounding signage. Exposed neon signs are discouraged unless the sign has exceptional design quality. Raceways and cabinet signs are generally discouraged but may be considered when no viable alternative exists. Logo cabinets are allowed, but should generally not exceed the height of associated sign lettering(*Sign Guidelines in Section IV.D.1-5*)

Comments:

Reviewed: Yes No

3. **SIGN CONTENT** – Sign messages should be simple and concise. Secondary information (corporate slogans, telephone numbers and product lines) do not belong on monument or mail wall signs. Changeable copy is discourage. (*Sign Guidelines in Section IV.E.1-2*)

Comments:

Reviewed: Yes No

4. **QUALITY** – The design, materials, construction, and installation should reflect high quality. (*Sign Guidelines in Section IV.F.1*)

Comments:

Reviewed: Yes No

5. **LEGIBILITY** – Text should be easy to read and not visually obtrusive. All related signs should be consistent in type, design, style, location, and color. Commercial centers with multiple business, primary signage should be aligned and spaces at same height above grade. Highly reflective surfaces are generally discouraged. (*Sign Guidelines in Section IV.G.1-4*)

Comments:

Reviewed: Yes No

6. **PROPORTIONS** – Proper sign width and appropriate margins for signage should be maintained. Reveals should generally be no more than 6” in depth. (*Sign Guidelines in Section IV.H.1-3*)

Comments:

Reviewed: Yes No

7. **COLORS** – Contrast to enhance daytime visibility and light text on dark background are encouraged. Colors should be simple and basic and limited to two. Trim caps should be dark. Hard-to-read fonts are discouraged. Background walls and fascia should provide compatible distinct contrast. (*Sign Guidelines in Section IV.I.1-4*)

Comments:

Reviewed: Yes No

8. **ILLUMINATION** – Glare should be minimized. Internal illumination is encouraged. External illumination should be of high architectural grade and screened from public view. Multiple signs in on one property should be consistent. (*Sign Guidelines in Section IV.J.1-4*)

Comments:

Reviewed: Yes No

9. **CONSTRUCTION** – Hardware should not be exposed. Wall or sign surface should be in good repair (*Sign Guidelines in Section IV.K.1-2*)

Comments:

Reviewed: Yes No

10. **MONUMENT SIGNS** – Low profile signs are preferred on a pedestal with a frame. Sight vision triangle areas should be addressed and signs are not allowed within the public right-of-way. Landscape and proportions shall comply with the Sign Ordinance. These types of signs should incorporate the same features from associated building or architectural setting. (*Sign Guidelines in Section IV.L.1-6*)

Comments:

Reviewed: Yes No

11. **COMMERCIAL TEMPORARY SIGNS** – Temporary signs convey identity, special events, promotions, temporary uses, and warnings. Messages should be simple and concise; phone numbers and websites are discouraged. A banner should be in proportion to the related storefront or building face to which it is attached. (*Sign Guidelines in Section IV.M.1-4*)

Comments:

Reviewed: Yes No

12. **WINDOW SIGNS** – A window sign is any sign placed or painted on, or within five feet of, a window or glass door, that is intended for viewing externally. Window signs should be constructed with high quality materials. (*Sign Guidelines in Section IV.N.1-2*)

Comments:

Reviewed: Yes No

Analysis completed by: _____

Date: _____