

ON-SITE PROJECT NOTIFICATION SIGNS

PURPOSE/POLICY

The City of Pleasanton is committed to providing appropriate and timely communication with the public about proposed development projects in the city, to inform interested parties and support awareness and engagement in discussions as part of the decision-making process. The City of Pleasanton requires that applicants for major development projects, as defined, post project notification sign(s) (“sign/signs”) on the project site, subject to the requirements outlined in this document. This noticing is in addition to other forms of legal and other notice required by the City pursuant to the California Government Code, and/or the Pleasanton Municipal Code.

PROJECTS REQUIRING SIGNS

The following project types are considered “major development projects” requiring on-site notification signs:

- Projects or applications subject to a public hearing with the Planning Commission or City Council.
- Modification, expansion, or intensification of existing use on a site involving the addition of one or more dwelling units (excluding ADUs); or more than 500 square feet of new non-residential development.
- Other projects as determined by the Director of Community Development (Director)

NUMBER AND PLACEMENT OF SIGNS

Signs must be placed on the project site at least five feet, and no more than ten feet, behind the property line abutting each public street frontage. One sign shall be placed on the most prominent project site frontage, except that for large sites with multiple frontages, or for sites with frontages exceeding 500 feet, the Director may require additional signs to be placed.

Sign(s) shall not be erected in the public right-of-way, nor shall they impede visibility for vehicles or pedestrians. The bottom edge of the sign(s) shall be installed at a height of no less than four and no more than seven feet above existing grade.

Sign(s) shall be affixed to its own separate post(s) either securely set into the ground or secured with sandbags, or if no feasible location for a ground-mounted sign exists, as determined by the Director, the sign may be affixed to an existing on-site structure (including placed in a window). If no other feasible or safe location for suitable placement of the sign can be found, in the determination of the Director, sign(s) may be affixed to a fence or placed in an alternative location within the interior of the property. Sign(s) shall not be attached to a utility pole or tree.

In all instances, signs shall be positioned and displayed so that they are clearly visible from the nearest public street or sidewalk and shall not be obscured or obstructed from view.

SIGN SPECIFICATIONS AND CONTENT

Project sites up to one acre shall require a sign(s) of 15-square-feet (three feet high by five feet wide); sites greater than one acre shall require 24-square-foot sign(s) (four feet high by six feet wide). Sign(s) shall follow the format of the template included in Attachment 1, and meet the specifications outlined in this document.¹

General specifications for sign design include:

- Material: polystyrene, Medium Density Overlay (MDO), or similar rigid weather-resistant material
- Color: white background with black lettering
- Font: Arial
- Logo: Official City of Pleasanton logo (black)

Required content of the project notification sign includes:

- Project name and application file number (assigned by the City)
- Project address and/or Assessor's Parcel Number(s)
- Developer/applicant name and contact information (phone and email)
- Brief project description (developed in collaboration with City Project Planner)
- City contact phone number; City website address; QR code, if applicable (assigned by City)
- When the project involves development, subdivision, or substantial modification of a site or on-site structure(s), a representative project site plan or other image approved by the City shall be provided, unless an exception is granted by the Director based on the nature of the project, site, or application.

TIMING FOR PLACEMENT & REMOVAL OF SIGNS

Sign(s) must be placed by the applicant on the project site no less than ten (10) calendar days prior to any public hearing scheduled for the project. If no public hearing is required, sign(s) must be placed by the applicant on the project site prior to the Project Planner sending notification for the project. The sign(s) must remain posted until final action is taken on the project, or until the appeal period for any appeal of the project has elapsed, whichever is later, unless otherwise directed by the Planning Division. Signs shall be removed from the project site by the applicant within ten (10) calendar days of this date.

If more than 90 days elapses, or will elapse, between scheduled hearings, the Director of Community Development may direct that the sign be removed and reinstalled ten (10) calendar days in advance of the next public hearing.

VERIFICATION OF PLACEMENT OF SIGNS

Within two business days of installation of the sign(s), the applicant shall complete the "Certificate of On-Site Project Notification Installation" (Attachment 2) and return it along with photograph(s) of the installed sign(s) to the Planning Division, addressed to the attention of the Project Planner for the proposed project.

¹ The Director may grant exceptions or alternatives to the standard dimensions and/or template to conform to sign design criteria established for an individual PUD. Any alternative sign design shall be approved by the Director prior to its installation.

MAINTENANCE / REPLACEMENT OF SIGNS

The applicant shall maintain the sign(s) in a safe condition throughout the period they are in place, and is responsible to repair or replace any missing, damaged, or vandalized signs upon request by the City.

EXCEPTIONS

Deviations from the strict application of these requirements with respect to sign location, quantity, sign dimensions, and duration of placement may be granted by the Director of Community Development, where doing so is determined to be necessary based on site-specific conditions, or to protect public health, safety, and welfare, except that any deviation granted shall meet the intent of this policy to provide clear, legible, and publicly viewable notification of the proposed project.

Attachments:

1. Project Notification Sign Template
2. Certification of Posting – Project Notification Sign

DEVELOPMENT APPLICATION NOTICE

The City of Pleasanton has received an application for:

Project Name:

File Number:

Address:

Applicant Name:

Applicant Contact (phone/email):

Description: *(developed in collaboration with the City Project Planner)*

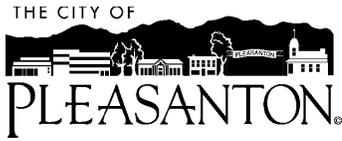
*Representative project image
(if required by the City), selected in
collaboration with the City Project Planner.*

For additional information about this project, please visit www.cityofpleasantonca.gov/XXX

or contact *{Project Planner Name}*, City Project Planner at *{email}* or *{phone}*.



*QR Code, if
provided by
the City*



**Community Development Department
Planning Division**

200 Old Bernal Avenue • P.O. Box 520
Pleasanton, California 94566-0802
Phone 925-931-5600 • pod@cityofpleasantonca.gov
www.pleasantonpermits.com

**City of Pleasanton
Certification of Posting – Project Notification Sign**

Project Name: _____

File Number: _____

Address: _____

I, _____ {Name}, do hereby declare the following:

1. On _____ {Date}, I installed, or caused to be installed, an On-Site Project Notification Sign at the above referenced project site consistent with the City of Pleasanton's On-Site Project Notification Signs specifications.
2. Attached to this certification is/are photo(s) showing the duly posted sign(s) on the project site.
3. I will repair/replace damaged, vandalized, or missing signs upon request by the City.
4. I further agree to indemnify, defend all lawsuits, including reasonable attorney's fees, save and hold the City of Pleasanton, its officers and employees, free and harmless for any and all liability that may arise from posting this notice on the subject property.

Applicant Name

Applicant Address

Applicant Signature

Applicant City/State/Zip

Applicant Phone Number

Applicant E-mail

Please return this certification form to the Project Planner. Questions may be directed to the Planning Division at (925) 931-5600.

For staff use:

Certificate & Photos Received by: _____

Date: _____