



PLANNING & DEVELOPMENT

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I.E. PROPOSED DEVELOPMENT PROJECT SIGN REQUIREMENTS

(Updated October 23, 2013) *Effective November 15, 2004*

A. Sign Criteria

1. All **Large Scale Development Projects** –require the 4 ft. x 4 ft. signs.

A Large Scale Development Project: a project in a non-residential district with (1) \geq three stories, (2) an affordable housing Density Bonus, (3) FAR \geq 2.00, OR (4) \geq 10,000 sq. ' gross floor area.

2. All other projects that do not meet these specifications must post the 3 ft. x 2 ft. sign.

B. Sign Preparation and Formatting

1. Construct poster of a rigid material that can withstand all weather conditions.
2. Use a standard yellow color for background.
3. Use only the following font types: Times New Roman, Century School book, or Arial.
4. Install sign prior to submitting project application to the City.
5. Sign must include the following information:
 - Project information (including address, description, and applicant contact information),
 - City of Berkeley contact information¹,
 - Drawing of proposed development, and
 - Space for public notices (including 8 ½ in. x 11 in. plastic sleeves).
6. The Planning Department may require the applicant to alter “Project Information” after receiving the application. Photographic evidence of this change is required before the City will consider the project application complete.

C. Mounting Instructions

1. Mount the sign at the front property line on a post, fence or wall within arm’s reach from the public sidewalk.
 - For 3 ft. x 2 ft. signs, mount so the bottom edge of the poster is 42 inches from the ground.
 - For 4 ft. x 4 ft. signs, mount so the bottom edge of the poster is 36 inches from the ground.
2. Install one sign on each side of the property that abuts a street (i.e. corner lots will have at least two signs).
3. Include a photograph of the signs as installed in your project application; include a person or measuring stick in the photo to provide scale. Indicate date and address on the photo.
4. It is the applicant’s responsibility to maintain the signs consistent with these specifications for the life of the project, or until advised by the Planning Department to remove or alter the sign.

D. Sign Examples

1. Examples of 4 ft. x 4 ft. and 3 ft. x 2 ft. signs follow:

¹ Information provided below on attached sample signs.