

- F. Marquee Signs. A marquee is a sign used for the advertisement of a movie or theatrical event. Marquee signs are permitted for theaters only and must be wall signs, subject to the requirements for wall signs.
- G. Monument Sign. A monument sign is mounted directly on the ground. The size of the face of a monument sign shall not exceed 32 square feet. The maximum height of the sign shall not exceed 6 feet. Only one monument sign per six-hundred feet of lot frontage is permitted.
- H. Freestanding Pylon Sign. A freestanding pylon sign is a sign ~~in which is~~ attached to columns erected directly into the ground. Only one freestanding pylon sign per one-thousand feet of lot frontage is permitted. The height of a pylon sign is measured from the top of the sign to the ground.
1. New freestanding pylon signs are prohibited to be constructed in the City of Hercules ~~unless previously approved through a development agreement. (The effective date passage of this ordinance by City Council)~~ except where all of the following conditions are met:
 - a. The property on which the pylon sign is to be constructed must be zoned as General Commercial (CG).
 - b. The property must be constructed on-site and within 100 feet of Interstate 80 right-of-way or easement.
 - c. —
 - a. The pylon sign must be approved as part of a Planned Development Plan and shall be subject to environmental review under the California Environmental Quality Act.
 - b. —
 - c. 2. A legally installed freestanding pylon sign may continue to be used and ordinary maintenance and repairs may be made to the legally conforming sign provided the structure is not moved, enlarged, or structurally altered. Existing freestanding pylon signs will not be permitted to be enlarged, expanded or allowed any additional sign panels or tenants to be constructed within their existing sign area. Existing sign panels on legally constructed and permitted freestanding pylon signs are permitted to be replaced when new businesses replace existing businesses shown on current signage panels provided the Planning Commission determines that the new business is a major tenant.
 - d. —
 - e. 3. If a freestanding pylon sign is proposed to be constructed, tThe pylon sign must be for on-site commercial developments intended to serve a market area that extends beyond the City limits of Hercules (as determined by the Planning Commission); freestanding pylon signs may be permitted to be constructed provided, that all of the following conditions are met:.
 - f. The sign shall be supported by a minimum of two supports, located at or near the exterior edge of the sign face, or the sign shall be constructed as a monolith (with no open area between the message area and the ground upon which the sign is located). Signs supported by a single pole, column, or pylon shall not be permitted.
 - g. At signs which contain open area below the message area (i.e., between the supports), the height of the open area shall be at least equal to the height of the message area.
 - h. ~~The width of the sign, measured across the maximum width of the sign structure, shall be no less than 25% of the maximum height of the sign structure.~~

~~i.h.~~ The colors and/or materials of the sign and the supporting structure shall be compatible with the exterior of the shopping center or buildings for which the sign provides identification. The design of the freestanding sign should reflect the architectural design of the buildings within the shopping center.

~~j.i.~~ The sign shall identify the shopping center or businesses (where a single business is not part of a larger center or development) and the name of the shopping center or business shall be prominently displayed in the sign message area. Individual tenants/owners may be identified on the sign providing the name of the center shall be clearly legible to the “target” audience, as determined by the Planning Commission. The freestanding pylon sign shall be limited to a maximum of three (3) ~~major on-site tenants as determined by the Planning Commission.~~

~~k.j.~~ Where the center/business adjoins a public street, the sign and the supporting structure shall be located no less than a distance equal to the maximum sign height from the nearest edge of the public street sidewalk (or curb, if there is no sidewalk), and the sign and supporting structure shall be located no closer than ~~20-10~~ feet from any other property line at the perimeter of the center/business site. This distance shall be measured from the closest point on the property line to the portion of the sign or sign structure that is closest to the property line.

~~l.k.~~ The maximum height of the sign shall not exceed ~~35-90~~ feet.

~~—Only one freestanding sign shall be allowed at any shopping center.~~

~~m.l.~~ No changeable copy shall be allowed on any pylon sign.

~~Substantial landscaping shall be installed at the base of the sign to reduce the apparent sign height. In particular, the full grown height of the planting adjoining the sign shall be about one third (1/3) of the sign height. The minimum required landscape area shall be equal to the square footage of all visible sides of the sign faces including and counting the sign panels, and the outside edges of the borders around the sign panels. Both sides of the sign faces shall be used to calculate the square footage of the sign.~~

2. A legally installed freestanding pylon sign may continue to be used and ordinary maintenance and repairs may be made to the legally conforming sign provided the structure is not moved, enlarged, or structurally altered. Existing freestanding pylon signs will not be permitted to be enlarged, expanded, or allowed any additional sign panels or tenants to be constructed within their existing sign area. Existing sign panels on legally-constructed and permitted freestanding pylon signs are permitted to be replaced when new businesses replace existing on-site businesses shown on existing signage panels.

I. Projecting Signs/Blade Signs. A projecting or blade sign is one which is attached to a wall at an angle. Where a projecting sign projects over a sidewalk, it must clear the ground by at least eight (8) feet. Any use which contains a projecting sign may not contain a freestanding pylon sign. Projecting signs may not be placed above the first story of a structure unless it is advertising a use that occurs above the first floor. In cases where a projecting sign occurs above the first story of a structure, it may not be placed higher than the midpoint of the second story.

J. Subdivision Sales Signs, On-Site. On-site subdivision sales signs shall comply with the following regulations:

a. A maximum of two advertising signs, with a maximum area of 24 square feet and a maximum height of 6 feet for each sign; or