



CITY OF SAN PABLO  
*City of New Directions*

# PUBLIC HEARING

## AMENDMENT TO REGULATORY SIGN ORDINANCE PLAN 2602--0008

CONSIDER AN ORDINANCE AMENDING THE SAN PABLO REGULATORY SIGN ORDINANCE, CHAPTER 18.04 OF THE SAN PABLO MUNICIPAL CODE, SECTION 18.04.050, PROHIBITED SIGNS, SUBSECTION A.9, TO ALLOW FUEL PRICING SIGNS AS AN EXCEPTION TO THE IDENTIFIED LIST OF PROHIBITED DIGITAL SIGNS AND DIGITAL DISPLAYS, IN ORDER TO ALLOW FOR CHANGEABLE FUEL PRICING SIGNS.

CITY COUNCIL MEETING

APRIL 20, 2026



# COUNCIL PRIORITY WORKPLAN COMPLIANCE

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- ❖ This amendment to the San Pablo Regulatory Sign Ordinance to allow for digital fuel pricing signs is consistent with City Council Priority Workplan Major Policy Area of Focus on **Economic Development and Fiscal Diversification, Policy 402, Find Creative Ways of Attracting New Business and Economic Investment**. The proposed amendment would promote investments in green and other fuel sales by allowing digitally changeable fuel pricing signage.



# CEQA COMPLIANCE STATEMENT

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❖ This ordinance is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Sections 15301 (Existing Facilities), 15303 (New Construction or Conversion of Small Structures), 15311 (On-Premises Signs), and 15061(b)(3) (the “common sense” exemption). The proposed amendment involves only a minor change to the existing sign ordinance to allow digitization of gas station signage related to gas prices, so it can be seen with certainty that there would be no significant effect on the environment.



# BACKGROUND

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- ❖ Amendment arose from recent request to allow an exception to San Pablo Municipal Code section 18.04.050 which precludes all digital signs except those displaying clocks and temperature.
- ❖ Request was made to accommodate the addition of digitally changeable fuel pricing to a highway-oriented pylon sign at 2526 San Pablo Dam Road (APN: 417-042-033).
- ❖ The request would allow the gas station to display digitally changeable fuel prices as part of a planned sign-refacing that would include more environmentally friendly or green fuel options.
- ❖ Manual alteration of sign displays is no longer practical, especially when values are frequently changing and signage is elevated well above ground level.

# OPTION 1 RENDER



**EXISTING**



**PROPOSED**



1250 S Wilson Way #E1  
Stockton, CA. 95205  
(209) 983-5023  
FAX: (209)234-2384  
C-45 #1003877  
team@aaimage.com

**DESIGNED BY:**  
*Daniel Valenzuela*

### CUSTOMER

NAME: High Performance Gas  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

### PROJECT LOCATION

2500 San Pablo Dam Road,  
San Pablo, CA 94806

### PROJECT OVERVIEW

1 High Rise / Pylon

### REVISIONS

INITIAL DESIGN: 11/12/2025

1ST REVISION: \_\_\_\_\_

2ND REVISION: \_\_\_\_\_

3RD REVISION: \_\_\_\_\_

REVISIONS AFTER 3: \_\_\_\_\_

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**CUSTOMER APPROVAL SIGNATURE**

X \_\_\_\_\_

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# HIGH RISE / PYLON DESIGN



1250 S Wilson Way #E1  
 Stockton, CA. 95205  
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### CUSTOMER APPROVAL SIGNATURE

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# SIGN ORDINANCE AMENDMENTS

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- ❖ City-initiated text amendment to the San Pablo Regulatory Sign Ordinance, Section 18.04.050, Prohibited Signs
- ❖ Adds fuel prices to the list of exceptions to the city's prohibition against digital signs and displays, along with clocks and temperature sign in Section 18.04.050.A.9.
- ❖ Other exceptions to digital signs and digital displays include those authorized for new billboards on city property under Section 18.06.070. Otherwise, animated and digital signs would continue to be prohibited by Sections 18.04.050.A.4 and 18.04.050.A.9



# SUMMARY OF PROPOSED CHANGES

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❖ The proposed amendment includes the following changes to include fuel prices to the list of exceptions, and to clarify the grammar and punctuation of the subsection text consistent with the intended meaning, as shown with ~~strikeouts~~ and underlines.



# SUMMARY OF PROPOSED CHANGES, Cont.

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## § 18.04.050 Prohibited signs.

### A.

Unless specifically authorized under other sections of this title, **the following types of signs are prohibited** in all zoning ... districts:

9. Digital signs and digital displays, except as authorized for new billboards on city property under Chapter [18.06](#); electronic or manual reader board sign with movable text; animated signs or flashing signs **other than** clocks or, temperature or fuel pricing signs that are consistent with state and federal law regulating fuel advertisements; , and signs that have moving parts or parts so devised that the sign appears to move or to be animated, and that blink, flash or emit a varying intensity of color or light which could cause glare, momentary blindness or other annoyance, disability or discomfort to persons on surrounding properties or driving by.

[emphasis added]



# GENERAL PLAN COMPLIANCE

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- ❖ **LU-G-1:** *Promote a sustainable, balanced land use pattern that responds to existing and future needs of the City, as well as physical constraints.*
- ❖ **LU-G-9:** *Retain and enhance commercial, industrial, employment, and entertainment land use areas to strengthen San Pablo's economic base.*
- ❖ **LU-I-47:** *Support the continued viability of regional retail and entertainment uses in San Pablo and strengthen their role as destinations for San Pablo residents and visitors to shop, dine, and gather.*
- ❖ **LU-I-53:** *Ensure that shopping centers and commercial developments are designed in a manner compatible with adjacent residential areas.*



# GENERAL PLAN COMPLIANCE

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- ❖ The proposed amendment would be responsive to General Plan policies by allowing for the updating of existing signage with new, more modern signage that enhances existing businesses and provides clear pricing information for customers driving along San Pablo's commercial corridors.
- ❖ Allowing digital signage of fuel prices would also facilitate advertising of green alternative "green" fuels offered by local gas stations, thereby helping further the City's environmental goals.



# ZONING ORDINANCE COMPLIANCE

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The proposed amendments are consistent with the purposes of the Zoning Ordinance:

- ❖ Section 17.01.020, *“Purpose,”* the purpose of the ordinance is to promote growth of the city in an orderly manner and to promote and protect the public health, safety, peace, comfort, and general welfare in conformance with the general plan.
- ❖ The proposed amendment would allow for the limited and orderly posting of digital fuel price signage for existing and new businesses without causing undue disruption to surrounding properties or persons.



# PUBLIC HEARING NOTICE

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A Public Hearing Notice was published in the West County Times (West Contra Costa edition of the East Bay Times) newspaper on Tuesday, March 31, 2026. A public hearing on this item was also held by the Planning Commission on March 24, 2026, and was published in the West County Times (West Contra Costa edition of the East Bay Times) newspaper on Wednesday, March 4, 2026.



# RECOMMENDATION

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- ❖ The San Pablo Planning Commission held a duly noticed public hearing on the proposed amendments at its regular meeting on March 24, 2026, and approved PC26-03, by a vote of 4 ayes and 1 absent, recommending adoption of the Ordinance by the City Council.
- ❖ Review proposed amendment, as set forth in proposed Text Amendment and summarized in the Staff Report
- ❖ Conduct a Public Hearing
- ❖ Waive the reading of the Ordinance and read by title only; and introduce the attached Ordinance including any further revisions.
- ❖ Unless there is an objection from the City Council, the Ordinance as introduced will be placed on the consent calendar at a future meeting for adoption (second reading).



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**QUESTIONS?**