

RESOLUTION PC26-03

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN PABLO RECOMMENDING THAT THE CITY COUNCIL APPROVE AN AMENDMENT TO 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.

WHEREAS, on May 18, 2015, the City of San Pablo adopted Ordinance 2015-003 adopting the City of San Pablo Sign Ordinance as Title 18 of the Municipal Code; and

WHEREAS, Section 18.04.050 of the San Pablo Regulatory Sign Ordinance identifies prohibited signs and lists digital signs and digital displays as a form of prohibited sign, except under limited circumstances (i.e. new billboards on city property allowable under Chapter 18.06, clocks or temperature signs); and

WHEREAS, the exclusion of fuel pricing signs in the list of digital sign exceptions has created practical difficulties for local gas stations to display their changeable fuel prices on free standing or monument signs and has created limitations on recent promotion of green fuel options and pricing, as manual changing of pricing signs is no longer practical; and

WHEREAS, inclusion of fuel prices in the list of permissible digital signage would accommodate a recent request from HP Gas on San Pablo Dam Road to include pricing on their freestanding and monument signs and would bring other existing fuel signs in San Pablo into conformity with the Regulatory Sign Ordinance; and

WHEREAS, City of San Pablo staff have prepared a focused amendment to Section 18.04.050.A.9 of the Regulatory Sign Ordinance to allow for use of digital displays for fuel pricing; and

WHEREAS, the proposed amendment to the San Pablo Regulatory Sign 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) because 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; and

WHEREAS, on March 24, 2026, the Planning Commission conducted a duly and properly noticed public hearing to take public testimony and consider this Resolution recommending approval of the proposed amendment; and,

WHEREAS, the Planning Commission has reviewed the entire record for the proposed amendment, including the staff report and all attachments, and oral and written public comments; and,

WHEREAS, notice of this public hearing was published in the West County Times newspaper (West Contra Costa edition of the East Bay Times) on Wednesday, March 4, 2026, in accordance with the requirements of Government Code Section 65091.

NOW, THEREFORE BE IT RESOLVED that the Planning Commission of the City of San Pablo has reviewed the proposed amendment (Exhibit 1) and recommends approval of PLAN2602-0008, relating to the amendment of the Municipal Code, to the City Council, based on the following findings:

NOW, THEREFORE, BE IT RESOLVED, BY THE PLANNING COMMISSION OF THE CITY OF SAN PABLO AS FOLLOWS:

Section 1. The recitals set forth above are true and correct and are hereby incorporated herein by this reference as findings.

Section 2. The Planning Commission hereby recommends that the City Council adopt the proposed amendment to the Regulatory Sign Ordinance attached hereto as Exhibit 1, pursuant to the following findings:

A. Pursuant to San Pablo Municipal Code section 17.22.040, the proposed ordinance is consistent with the goals, policies, and implementation programs of the General Plan 2035.

LU-G-1

Promote a sustainable, balanced land use pattern that responds to existing and future needs of the City, as well as physical and natural 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.

B. The proposed amendment is consistent with the purposes of the Zoning Ordinance.

According to San Pablo Zoning Code Section 17.01.020, the purpose of the Zoning Code 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 complies with this stated purpose in that it 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.

- C. The proposed amendment to the San Pablo Regulatory Sign 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) because 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. The proposed amendment would only allow minor digitization of fuel pricing on signs which would not cause any environmental impacts.
- D. Public notice of the hearing has been published in the West County Times, in accordance with the requirements of Government Code Section 65905.

A public hearing notice was published in the West County Times newspaper on Wednesday, March 4, 2026.

Section 3. The proposed amendments comply with state law governing zoning ordinance amendments at Government Code sections 65853 through 65857.

Adopted this 24th day of March 2026, by the following vote:

AYES: COMMISSIONERS:
NOES: COMMISSIONERS:
ABSENT: COMMISSIONERS:
ABSTAIN: COMMISSIONERS:

ATTEST:

APPROVED:

Sandra Castaneda Marquez, Secretary

Johana Gurdian, Chair

Exhibit 1: Proposed Regulatory Sign Ordinance Amendment (with Strike Outs and Underlines)