

# land use & development

## 5. Lighting

Lighting plans shall be prepared and submitted for review as part of the project. Lighting plans must indicate all exterior lighting fixture locations, height, type of light source, fixture type, and pole type. A photometric study may be required for parking lots.

### Objectives

- O.5.1. The lighting continues a consistent character and level of lighting along North Fremont that protects the dark sky.
- O.5.2. The lighting is sensitive to adjacent residential uses.
- O.5.3. The lighting is limited to providing an accent for building entrances; lighting signs; and providing a safe and secure environment for public places.
- O.5.4. The lighting source is energy efficient.
- O.5.5. The project's lighting is appropriate for the site.
- O.5.6. The project's light does not result in glare and does not spill beyond its subject.
- O.5.7. CPTED Standards have been incorporated where feasible.

### Standards

- S.5.8. All light sources are directed downward and focused on subject so that no light spillage results.

### Guidelines

- G.5.1. Prevent glare by using shielded and focused light sources.
- G.5.2. Conceal all light sources from adjoining properties.
- G.5.3. Use energy efficient light sources.
- G.5.4. Use light sources that provide a quality of light similar to daylight.
- G.5.5. Avoid "uplighting" of entire building faces, or outlining the frame of a building.
- G.5.6. Shield light sources with simple shade devices that are consistent with the building design.

# land use & development

## 6. Signs

These sign standards and guidelines are in addition to the standards set forth in Chapter 31 of the Monterey City Code and the Citywide Sign Guidelines, which regulate signs citywide. If any conflict in standard or guidelines is perceived, the standards and guidelines contained in the North Fremont Specific Plan shall take precedence.

Monterey Municipal Code Chapter 31, Signs, also provides the standards for review and the process for sign applications. In addition, the City of Monterey has adopted Citywide Sign Guidelines. The following guidelines address the unique character and history of the planning area and focus on bringing into conformity with the Citywide Sign Guidelines all properties within the plan boundaries of the North Fremont Street Specific Plan.

### Objectives

- O.6.1. The sign design and scale is integrated into the design fabric of North Fremont Street.
- O.6.2. The visual prominence of the sign is appropriate to allow for the views of buildings, trees, and streetscape.
- O.6.3. The design of the sign continues the unique design character of North Fremont Street and helps to distinguish the street's sign heritage from other commercial thoroughfares dominated by standard corporate imagery, oversized signs, and strip-mall aesthetics.

### Guidelines

#### Visitor Serving Character Area

- G.6.1. Pedestrian-scaled signs for the hotels are encouraged on Fairgrounds Drive. These signs should correspond to pedestrian access points.
- G.6.2. Oversized vehicle-scaled signs should be removed.
- G.6.3. Additional signs should be installed on Fairground Road identifying the businesses. This will reduce the perceived "back-alley" feel.

#### Internal Illumination

North Fremont Street contains a variety of existing internally-illuminated signs that are installed as wall signs, freestanding signs, and pole signs. Though internal illumination of signs increases its visibility at night, it also conveys a standardized, common appearance when used. The appearance of a commercial corridor can quickly become dominated by excessively bright signs, which detract from views of building architecture and landscaping. Alternatives

# land use & development

to internal illumination will create a more distinctive and unique character for North Fremont Street and will differentiate the district from other nearby vehicle thoroughfares. It will also bring the physical appearance of its commercial buildings and hotels in line with other business corridors in Monterey where internal illumination has been discouraged.

To bring the North Fremont area into conformance with the City's sign ordinance that discourages internally illuminated signs, it is the objective of these guidelines to eventually eliminate these signs in an equitable and consistent manner. To that end, the following guidelines apply to any future proposed alterations to existing internally-illuminated signs.

- G.6.4. The sign face of an existing internally-illuminated sign may be replaced once, regardless of purpose or circumstance.
- G.6.5. At the time of the replacement, the background of the sign should be made to be wholly opaque, precluding the passage of light through the background of the sign surface. The individual letters and/or logos may remain translucent.
- G.6.6. The size, location, etc. of the sign may otherwise remain unchanged.
- G.6.7. Any future alterations beyond this one-time sign face change must exclude internal illumination.
- G.6.8. When applicable, this guideline shall be applied in addition to the guidelines for Pole Signs.



*Example of an internally-illuminated Cabinet Sign (to be phased out)*



*Example of internally-illuminated Channel Letters (to be phased out)*



*Example of internally-illuminated Channel Letters at night (to be phased out)*

# land use & development



*Example of a large pole sign (to be phased out)*

## Pole Signs

North Fremont Street was the original alignment of State Highway One and served as a vehicle thoroughfare for motorists arriving to Monterey prior to construction of the modern freeway. The early development of hotels on North Fremont Street corresponded to the rise in individual automobile use and the advent and popularity of the pole sign. Over time, the aesthetic effect of these pole signs has come to be regarded as undesirable, despite their perceived effectiveness. To bring the North Fremont area into conformance with the City's sign ordinance that prohibits pole signs, it is the objective of these guidelines to eventually eliminate these signs in an equitable and consistent manner. To that end, the following guidelines apply to any future proposed alterations to existing pole signs.

When an application is made to alter an existing pole sign, including replacement of a sign face, the following should occur:

- G.6.9. The visible pole should be eliminated;
- G.6.10. The height of the sign should be reduced to a maximum of eight (8') feet, as is allowed for a vehicle-oriented freestanding sign;
- G.6.11. A solid base or pedestal should be integrated into the area beneath the sign;
- G.6.12. All other guidelines for a vehicle-oriented freestanding sign should apply to the extent feasible.