

# Sign Ordinance in Moraga: the Business Community Gets Involved

By Sophie Braccini

The City of Moraga is revising its sign ordinance and has decided to involve the business community right from the start. On October 9th, Planning Director Lori Salamack made a comprehensive presentation of the draft project during a public session of the "Citizens Land Use Academy" at the Hacienda de las Flores. The session was well attended by business owners and managers, including representatives from the Rheem Pet Shoppe, Curves, UPS, Huntington Learning Center, Lori's Perfect Tan, Long's, Elena Hood Real Estate and the Moraga Chamber of Commerce.

Salamack made a detailed presentation of the draft ordinance. She explained that the draft had been designed with discussion in mind. The sizes of the different types of signs, the categories that need a permit or the regulation of banners have been set at a minimum so the community can propose improvements. One of the main characteristics of this ordinance is that it will be "content neutral," meaning that rules will apply to any type of sign (permanent, semi-permanent, removable) independently of its content. For example, V-shaped signs that are used by real estate professionals will follow the same rules as farmers' market, garage sale or any other V-shaped signs.

Following Salamack's presentation, a public joint meeting was held between the Moraga Economic Development Advisory Committee and the Design Review Board. Salamack answered questions and took suggestions from both groups as well as the public. She stressed that this was the best time for interested parties to make specific recommendations, before the draft is presented to the Town Council.

Some of the business owners who participated in the first meeting stayed for the second, as some of the aspects of the draft were very disturbing to them. The first to speak was Larry Hood of Elena Hood Real Estate Group. One recommendation of the draft is that any V-shaped sign posted on right-of-way property be subjected to the acquisition of a paid permit. For real estate professionals, who post signs all over town on Sunday to advertise open homes, such a process would prove cumbersome, expensive and "a waste of staff time," said Hood. Other contentious elements included the percentage of window space business owners will be allowed to cover with legible information, the maximum size of illuminated signs, the fre-

quency with which banners can be used at a specific address and the maximum size of such banners.

Salamack noted everybody's comments and will present them to the Planning Commission before the proposed ordinance goes to Town Council on October 24th. This may not be the final phase of the process since the Council could reject the draft and ask for it to be re-worked. All interested parties are encouraged to view the draft document on-line and attend the Town Council meeting. The document and agenda will be available at [http://www.ci.moraga.ca.us/moraga\\_agendas\\_town\\_council.php](http://www.ci.moraga.ca.us/moraga_agendas_town_council.php), on or about October 19th.




**Rosewood House**  
FINE ASIAN FURNITURE & ANTIQUES  
SINCE 1969

COMPLETE LINE OF HANDCRAFTED  
SOLID WOOD FURNITURE & ACCESSORIES

925.827.9588      510.451.7373  
CONCORD - 4700 CLAYTON RD.      OAKLAND - 2523 BROADWAY

34" x 16" x 56"  
\$1680

WWW.ROSEWOODHOUSE.COM



**Residential Pacific Mortgage**

The Right Lender to Know™

"My clients keep coming back because they know I'll find them the best loan program, at the best rate, every time."

**Gordon Steele**  
Mortgage Consultant  
Office: 925.627.7109  
gsteel@rpm-mortgage.com  
www.rpm-mortgage.com/gsteel

925-627-7109

1777 Botelho Drive • Walnut Creek, CA 94596  
serving Lamorinda since 1986  
CA Dept. of Real Estate - real estate broker license # 01201643

**Hardware, Software & Internet**  
Home & Office Visits  
24 Hour Emergency Service  
Over 30 Years Experience  
Windows • Mac  
Linux • Unix



www.DiabloLink.net  
located in Moraga  
925-465-9567

**FREE**  
Computer Repair or Service  
Buy 1st 1/2 hr at \$49  
Get 2nd 1/2 hr free!

most cars



**Rheem Valley Automotive**

Super Smog Special:  
\$39.95  
+8.25 cert. +2.95trans. fee  
coupon required exp. 10-31

455 Center Street  
in the Rheem Valley Shopping Center

Complete Repair Shop  
925.377.6020



# Bay area Drainage, Inc.

**“For all your drainage needs”**

- French Drains
- Underfloor Drains
- Downspout Systems
- Subdrain Systems
- Sump Pumps
- Retaining Walls

Locally owned and Operated Contractor LIC # 762208

**925•377•9209**

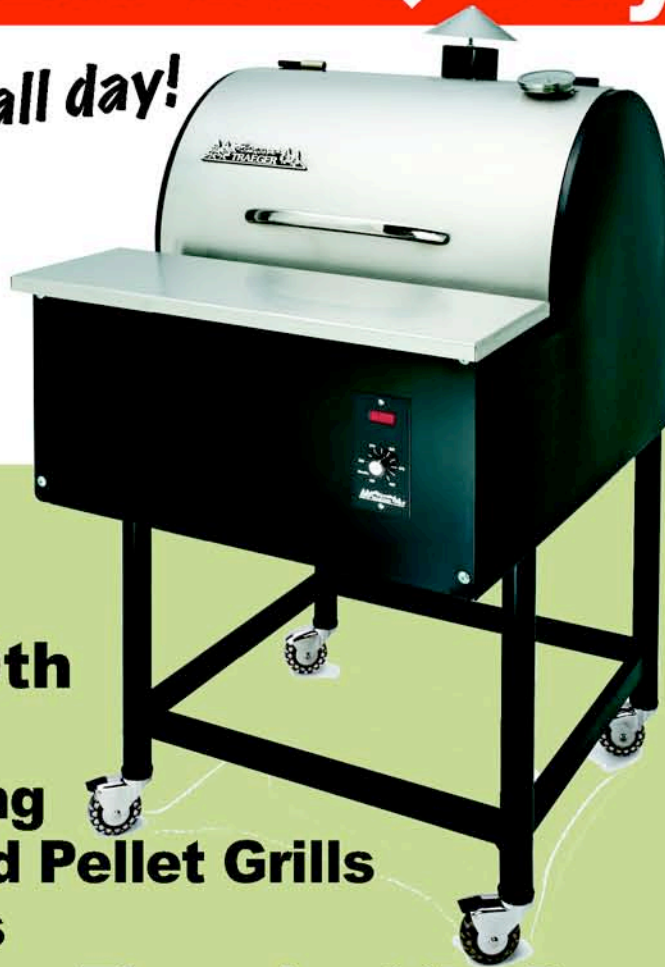


visit our website

**[www.bayareadrainage.com](http://www.bayareadrainage.com)**

# TRAEGER BBQ Day

*We're Smokin' all day!*



**Saturday,  
October 20th**

**Demonstrating  
Traeger Wood Pellet Grills  
BBQ samples  
Prize Giveaways Throughout the Day**

**All Demo grills to be sold at cost including free cover**



*across the way*

*a unique lifestyle store*

1409 Moraga Way • (925) 376-3600 • 1480 G Moraga Road

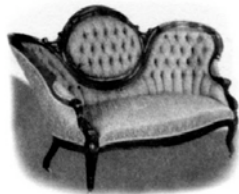
**Moraga Shopping Center**

*Support your locally owned & operated businesses  
and shop in town*

# UPHOLSTERY SPECIALIST

## REFINISHING AND RESTORATION

- Slipcovers • Pillows • Window Cushions
- Custom Upholstery • Design Consulting
- Marine - Commercial - Residential
- Pickup & Delivery Available • Free Estimates By Phone



### M.R.S.

**Fine Old World Craftmanship**

Family Owned And Operated For Over 55 yrs.

3418 Mt. Diablo Blvd., Lafayette

Mon.-Fri. 10-6, Sat. 10-2

(925) 962-0579



MVCRemodeling.com

**MICHAEL VERBRUGGE  
CONSTRUCTION INC.**

"RESIDING AND SERVING LAMORINDA"

## RESIDENTIAL REMODELING

- ✓ Baths
- ✓ Kitchens
- ✓ Room Additions
- ✓ Finish Carpentry
- ✓ Repairs - dry rot, water and fire damage



# 925.631.1055

Lic# 681593

## JV LUCAS PAVING



CA # 195560

**Quality • Integrity • Expert Workmanship**  
**Third Generation Paving Company**

- Driveways
- Private Roads
- Tennis & Sports Courts
- Parking Lots
- Subdivisions
- Seal Coating

All roads lead to JV Lucas Paving! **925.283.8027**

## Ultra Reflective Address Markers



*"Absolutely the best you've ever seen, or your money back!"*

**Bold, easy to read, bright white Ultra-Reflective™ numbers on equally reflective green background**

*(Address Plaque is pre-drilled for easy mounting)*

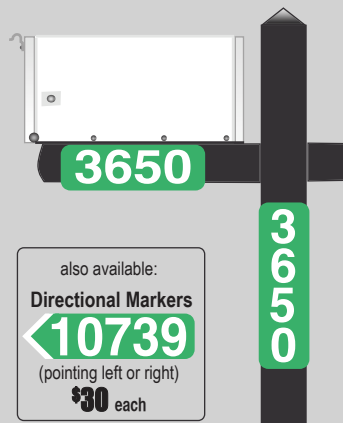
**Strongly recommended by Emergency Response Services!**

**Standard or Vertical**  
**\$22 each (2 for \$40)**

Send check or money order to:

A.R.A.C. • P.O.Box 225  
Lafayette, CA 94549

(925) 210-9988



also available:

**Directional Markers**

**10739**  
(pointing left or right)

**\$30 each**

**American Reflective Address Co. (A.R.A.C.) • Proudly MADE IN U.S.A.**

# "I JUST WANT MY REALTOR TO TAKE CARE OF IT!"

**YOUR Lafayette**  
**Prudential California REALTOR®**

Selling your home for **more money**  
 and **less inconvenience** to you

**We handle it all!**



**Do you want a career in real estate? Call Cary Amo at (925) 962-6128**



**Jim Colhoun**  
 Top Producer Companywide  
 Jan - Aug 2007

**We use the best:**

- Handymen, Inspectors, Painters and Roofing Contractors
- Professional Home Stagers, Traditional and Feng-Shui
- Housekeeping Services
- Moving Services
- Mortgage Brokers & Title Companies
- Full Service Strategic Marketing Plan tailored to sell your home quickly for the best price and terms!

*And much more!*



999 Oak Road, Lafayette **925-283-7000**

**1065 STONEYBROOK DR  
 MARTINEZ**



Offered at \$533,731

Popular Village Oaks neighborhood! Single story 4 bedroom/2bath plus atrium and family room. Remodeled kitchen with solid wood cabinets, Corian counters and new appliances. High ceilings, central heat and air.

Call: (925) 283-7000

**20 CREST RD.  
 LAFAYETTE**



Offered at \$1,575,000

Incredible private setting with gated driveway! 2847sf home on a .84 acre lot, 4 bdms, 4ba plus 800sf. detached workshop. The extensive remodeled includes a gorgeous granite kitchen. Grounds w/pool & spa and more.

Call: (925) 283-7000

**951 AUTUMN OAK CIRCLE  
 CONCORD**



Offered at \$975,000

Fabulous Crystyl Ranch AT A FABULOUS PRICE - Lowest priced Baccarat model on the market! kitchen with cherry wood cabinets and granite counters. New carpet, fresh paint, sparkling pool and spa plus great hillside views!

Call: (925) 283-7000

**948 NOTRE DAME AVE  
 CONCORD**



Offered at \$449,000

INCREDIBLE PRICE FOR THIS DETACHED HOME in the Concord/Walnut Creek border. 3 bedroom, 2 baths, gleaming hardwood floors, eat-in kitchen, 2 fireplaces, dual paned windows. Washer, dryer & fridge included too!

Call: (925) 283-7000

**301 MONTE ALBERS DRIVE  
 DANVILLE**



Offered at \$1,299,900

This elegantly crafted home of 3,821 square feet offers a spacious floor plan with 5 bedrooms and 5 full baths and built in 2004. Two family rooms, 3-car gar, Master retreat with a stunning master bath.

Call: (925) 283-7000

**3239 JUDY LANE  
 LAFAYETTE**



Offered at \$1,435,000

ANOTHER \$60KREDUCTION! Originally built in 1890, craftsman style hideaway on 1/2+ acre lot with a vineyard. Park like grounds with pool. 3 bdms, 2ba, 2329sf., large deck & 3 fireplaces! Fabulous country kitchen.

Call: (925) 283-7000