



Master Sign Plan Information & Checklist

DESIGN REVIEW – MASTER SIGN PLAN. The purpose of the permit is to appropriately limit placement, type, size, and the number of signs allowed within the City, and to require the proper sign maintenance. Master Sign Plan Permits are required for:

- Signs for a non-residential project with two or more tenants
- Signs on one main building of 10,000 SF or more
- Signs placed on parcels one or more acres in size
- Signs on theaters or auditoriums and places of public assembly
- Signs on parcels with frontage on more than one street or alley
- Replacement of non-conforming signs involuntarily damaged by more than 50% of replacement cost

Permits are required before placing or erecting any new sign, and for all changes to existing signs in all zoning districts. Any alteration to an existing sign must comply with applicable Land Use Code provisions.

The Process. After submission of an application and deposit, a planner will review the request against requirements of the Land Use Code, and the California Environmental Quality Act (CEQA). Additional information may be required if the project is subject to CEQA. Information about the Design Review project is referred to affected City Departments, and often outside agencies. See Land Use Code §9.38.030.B.2 and §9.38.030.D for more information.

CHECKLIST. Submit electronic copies of plans and application materials. Provide three hard copies of large scale plans.

Application form and deposit

If the applicant is not the property owner: written authorization from the property owner for the placement of the proposed sign(s)

Site plan and building elevations, drawn to scale or photographed, showing the proposed location of each sign in relation to other signs on the site and building, including each existing and proposed sign of any type, whether or not requiring a permit; and an electronic copy sent by email or on a flash drive

Plans for the sign(s), drawn to scale, accurately detailing the design and proposed appearance of the sign(s), including mounting and lighting details

A complete color scheme for the sign

Computation of the total sign area, the area of each individual sign, the height of each sign, and the total number of existing and proposed signs on the parcel

You are strongly encouraged to speak with Planning Staff at the number below if you have any questions.