



Planning and Building Agency  
 Planning Division  
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## APPLICATION FOR REGIONAL PLANNED SIGN PROGRAM

Name of Development: \_\_\_\_\_

Property Address(es): \_\_\_\_\_

Assessor's Parcel Numbers (APNs): \_\_\_\_\_

Property Total Street Frontage: \_\_\_\_\_ Zoning: \_\_\_\_\_

Site Total Acreage: \_\_\_\_\_ Present Use(s) of Property: \_\_\_\_\_

*Please check the appropriate category, below:*

- Regional Commercial Center** (sites of 15 acres or more with freeway frontage containing a mixture of stores, restaurants, and other business with shared parking).
- Regional Automobile Dealership** (sites within 300 feet of freeway exits that are licensed by the State of California selling primarily new automobiles to the general public).
- Regional Attraction** (sites of 5 acres or more with freeway frontage that contain a large cultural or educational establishment, such as zoos, museums, etc.).

Provide a summary of the project and signage. Include descriptions of wall/canopy signs, freestanding signs, electronic message displays (digital signs), types, quantities, etc. Provide additional, detailed information on separate sheets if necessary.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### APPLICANT INFORMATION

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Phone No: \_\_\_\_\_

Property Owner's Name: \_\_\_\_\_ Phone No: \_\_\_\_\_

Property Owner's Address: \_\_\_\_\_

**Note:** A separate Submittal Affidavit from the recorded property owner(s) is required with all applications.

### DEPARTMENT USE ONLY

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

**REGIONAL PLANNED SIGN PROGRAM NO.:** \_\_\_\_\_

## SUBMITTAL REQUIREMENTS

- A.  All **Discretionary Action Submittal Checklist** items (submittal affidavit, applications, plans, CDs, mailing labels and assessor's parcel map, etc.).
- B.  Fourteen (14) sets of spiral-bound **proposed signage notebooks** containing the following materials and information:
1. Project vicinity and location map, identifying nearby freeways, major roadways, and surrounding land uses.
  2. Detailed plot plan indicating the location and type(s) of all existing and proposed signage.
  3. Building elevations showing existing conditions and proposed signage locations.
  4. Photo-simulations of all proposed signage, including simulations at different ambient light conditions (including, but not limited to, dawn, daytime, evening, nighttime, and cloudy conditions).
  5. Specifications for all existing and proposed signage, including materials, dimensions, colors, fonts, methods of attachment, and illumination details.
  6. Registered trademark information for all proposed logos.
  7. Comprehensive table of all existing, proposed, or relocated signage.
- C.  Specifications of proposed **technology for electronic message displays (digital signs)**, including the following information:
1. Methods for minimizing visual and light-emitting intrusion onto properties zoned or used for residential purposes.
  2. Methods for maximizing visibility from adjacent or nearby freeway corridors.
  3. Technology for guaranteeing a maximum production of 0.3 foot-candles over ambient light levels (including, but not limited to, dawn, daytime, evening, nighttime, and cloudy conditions).
  4. Technology for providing automatic dimming capabilities.
  5. Methods for adjusting lighting/foot-candle and glare levels upon request by the City.
  6. Screen transitions, if proposed.
  7. Minimum display times (8-second minimum).
  8. Phone number and email address for emergencies or complaints that are accessible 24 hours a day, seven days per week.
  9. Description of proposed minimum amounts of display time to be used for public service announcements or warning signs as requested by the City.
  10. Statement of compliance with all other applicable federal, state, and local laws for electronic message displays.
- D.  Samples of **color and materials** for proposed signage.
- E.  Property owner/manager **stamp of approval** and **project/applicant name** on all submitted plans and materials.
- F.  Submittal **fees**.

## GENERAL CRITERIA FOR ALL PLANNED SIGN PROGRAMS

*Applicant, please refer to Division 1 of Article XI of Chapter 41 of the Santa Ana Municipal Code (SAMC) for general information about signage.*

The following criteria are basic guidelines staff will use when reviewing sign programs. Each program, however, will be individually crafted for the specific center. A comprehensive written sign program shall be submitted with each sign program application and should include sections on:

- I. GENERAL REQUIREMENTS
- II. SIGN DESIGN SPECIFICATIONS
- III. CONSTRUCTION REQUIREMENTS

### **I. GENERAL REQUIREMENTS should discuss:**

- a) City approval of individual signs is required.
- b) Permits are required prior to installation.
- c) Sign, building, and electrical permits required for each sign.
- d) Installation specifications.
- e) Maintenance specifications.
- f) Cost responsibilities.
- g) The signs covered by the program.
- h) Restrictions on advertising placards, posters, or the like.
- i) Window signage.
- j) Restrictions limiting signs to identification of established trade names only and no duplication of copy allowed.
- k) Limiting signs to those built by a professional sign company.
- l) At lease termination, assignment of responsibility for sign removal with building repair.
- m) All signs to comply with Santa Ana Zoning, Building, and Electric Codes.
- n) Limitations on animated, flashing, audible, or smoking signs.
- o) Limitation on exposed conduit or piping.
- p) Limitations on painted signs.

### **II. SIGN DESIGN SPECIFICATIONS should include:**

- a) Width – 75 percent of storefront is maximum width, 65-70 percent as preferred.
- b) Placement – Sign is to be centered on storefront; under some circumstances, centered over the door is acceptable.
- c) Number of signs – One per tenant elevation, three maximum. A tenant with only one elevation cannot place a sign on the secondary elevation of another tenant.
- d) Maximum area – As a rule of thumb, 10 percent of the elevation or 40 percent of the signable area is maximum. In any case, no sign should ever exceed 200 square feet maximum on the largest building.
- e) Secondary elevations – Five percent of elevation, 20 percent of the signable area, or 50 square feet maximum on any other elevation than primary elevation.

- f) Primary elevation – The elevation in a contiguous line of other shops in a multi-tenant building. On other structures, it may face a street or a parking area but in no case shall a tenant have more than one primary elevation.
- g) Architectural Compatibility – Signs have as much impact on the visual environment as anything and as such must have a logical and compatible relationship to their architectural setting. This is true for both freestanding and nonfreestanding signs.
- h) Sign Type – Individual pan channel or other precast molded or fabricated letter may be used. No single sign cans are permitted. Other sign types allowed by Section 41-863(e) or the Design and Development Standards as architecturally compatible.
- i) Letter Styles – Must be architecturally compatible and readable. Styles on unique structures should be restricted so as not to distract from the architectural style. Two to three styles is typical at most locations.
- j) Letter Height – Consideration must be given to single line, double line, and first letter heights, 42 inches high for any individual letter is the extreme maximum. Typical upper case letter height is 24 inches for a first letter and 18 inches for all upper case thereafter. Lower case will be correspondingly smaller. Double rows up to 42 inches total height is acceptable if architecturally compatible. Four - six inches spacing is needed between double rows.
- k) Sign Face Color – Although appropriate in some centers, a single color sign program does not always provide the best readability and therefore visual enhancement to a center. Likewise, not all small centers can take unrestrained color schemes without a perception of visual anarchy. Like letter styles, colors must be evaluated in perspective of the center's architectural color palate. As a rule of thumb, three or fewer colors are best for strip type centers.
- l) Trim Cap Color - The edging on the letters is often left up to the sign company to choose, leaving a variety of designs as each contractor installing a sign puts up a different trim cap. Some installations match the sign face or the can while others are gold, silver, or bronze. A consistent pattern must be achieved throughout a program.
- m) Sign Pan Channel Letter Can Color – Similar to trim cap color, the pan channel letter can come in a variety of colors. Consistency throughout is required.
- n) Logos – A graphic design of symbols or letters used as a trademark or for identification in lieu of, or in conjunction with business identification signs can be used in a sign program but care must be taken to ensure size, design, and scale are compatible. The program should outline the extent to which they are able to be permitted. Wording on a logo is considered a can sign. Wording as a logo is considered as identification signage. Logos fall within sign area calculations.
- o) Major Tenants – In larger centers, major tenants, (over 30,000 square feet) are often exempted, or precluded in sign programs. These users and their signs needs should be addressed in the sign program within the constraints of zoning even though they may not be subject to the same limitations as other smaller tenants.
- p) Signs should be designed with maturing landscaping in mind. Landscaping should not be removed to accommodate signs.

**III. CONSTRUCTION REQUIREMENTS should include:**

- a) Lags, fasteners, or screws are to be rust proof plated or stainless steel and installed in a concealed manner.
- b) Full weld construction.
- c) Building penetrations are to be watertight sealed.
- d) UL labeling required.
- e) No labeling or other identification is to be exposed.
- f) Contractor shall repair all damages caused by their work.
- g) Illumination must use minimum 15 millimeter or 60 milliamp tubing.
- h) Letter depth not to exceed six inches.
- i) Plexiglas thickness of 3/16 inch minimum.
- j) Sheet metal to be primed inside and out.
- k) Sheet metal to be 24-gauge minimum.
- l) Electrical service is from tenant power source on automatic time clock to hours of business.
- m) No exposed conduits, raceways, or crossovers.
- n) Typically no exposed illumination.
- o) Typically no flood lighting.

**IV. ALL REGIONAL PLANNED SIGN PROGRAMS must be accompanied by photo-simulations.**