

City of Sonoma

Planning and Community
Development
No. 1, The Plaza
Sonoma, CA 95476



Sign Application

Revised 06/17/20

Date: _____

Applicant Information:

Name: _____ Telephone: _____

Mailing Address: _____

Site Information:

Site Address: _____

APN: _____

Zoning: _____ Public Street Frontage: 1) Primary _____ 2) Secondary _____

Sign Information:

Sign types include the following: awning, banner, freestanding, hanging, monument, projecting, portable freestanding, roof, wall, and window. For each proposed sign indicate the type of sign, number of faces, dimensions, and form of illumination, if any. **Please attach a scale drawing (in color) of all proposed signs to the application.**

Type of Sign	Size (in feet and inches)			No. of Faces		Illumination	
	Length	Height	Area	Single	Double	Exterior	None
_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Letter height: _____ Background Color: _____ Letter Color: _____ Trim Color: _____

Sign Area: 1) Existing _____ 2) Proposed _____ 3) Total _____

Hanging, Projecting, Free-standing signs: 1) Height to top of sign from grade _____ 2) Clearance _____

Note: The maximum sign height for freestanding signs is 12 feet. The minimum clearance from hanging or projecting signs is 7 feet.

See reverse side of the application for additional submittal requirements

Administrative Information (office Use Only)

Commission Review Administrative Review Application Complete: Yes No

Determination Date: _____ Decision: _____ Vote: _____

Staff Comments: _____

Project Name: _____

Property Owner Authorization:

I, the undersigned, hereby state that I am the owner of record on the affected property or a duly authorized agent of the property owner(s). An agent must submit a letter of authorization signed by the property owner and that all information submitted as part of this application is true and accurate.

Signature: _____ Date: _____

Additional Submittal Requirements

The following information completes the basic application requirements for most sign review applications. If an application is determined to be incomplete, review by the Design Review and Historic Preservation Commission may be delayed.

- A Cost Recovery Agreement (for Deposit-Based Services only).
- A scale drawing of each proposed sign, no larger than 11” by 17”, accurately depicting size dimensions, and appearance including all copy, logos, borders and other elements. Colors may be indicated by writing in the names of the colors to be used, submitting color chips, or through the use of a colored rendering.
- Building elevations, drawn to scale in an 11” by 17” format, showing the placement of each sign on the building face. For existing buildings, photographs may be used. (This requirement may be waived by the Planning Division.)
- A site plan, drawn to scale in an 11” by 17” or smaller format, showing the location of buildings, parking, and drives relevant to any proposed sign and indicating the location of any existing signs. For existing buildings, photographs may be used. (This requirement may be waived by the Planning Division.)
- Project narrative describing the project in words, and the justification for the request including how the proposed sign satisfies the following basic findings for approval:
 - A. The proposed signage complies with applicable policies and regulations, as set forth in this sign ordinance (except for approved variances), all other city ordinances, and the general plan;
 - B. On balance, the proposed signage is consistent with the purpose and intent expressed by SMC 18.04.010 and the applicable guidelines for signs set forth by SMC 18.60.010, Appendix A – Design guidelines for signs; and
 - C. The proposed signage is harmonious and consistent overall with the location of the site, including adjacent and surrounding development and its environmental features.
- If a variance is required include (in the project narrative) how the proposed sign satisfies the following variance findings:
 - A. Exception or extraordinary circumstance or conditions, not resulting from any act of the owner or applicant, apply to the location under consideration and not generally to other businesses or properties in the vicinity;
 - B. Strict adherence to a regulation may cause unnecessary hardship or prohibit the exercise of creative design, and the application submitted is extraordinary and outstanding in design;
 - C. The exception is the minimum necessary to serve its intended use;
 - D. The exception is in conformance with the purpose and intent of this title; and
 - E. The granting of the variance will not be detrimental to the public interest or welfare, or injurious to properties or improvements in the vicinity.

Summary of Sign Regulations

The following guidelines summarize the detailed provisions of the City’s Sign Ordinance (Sonoma Municipal Code, Title 18). Copies of the Sign Ordinance are available at City Hall.

- *Number of signs:* Normally, each business may have up to two signs. Additional signs may be allowed at the discretion of the Design Review and Historic Preservation Commission, per the regulations of the Sign ordinance.
- *Aggregate Sign Area:* The maximum allowable sign area for any building in a commercial or mixed-use zone is based on public street frontage. The maximum aggregate area which may be applied for is calculated as follows: 1) Primary Street Frontage: for the first thirty feet of primary street frontage, the allowable sign area is three square feet for every five lineal feet of frontage. For primary frontage in excess of thirty feet, an additional two square feet of sign area for every five feet of frontage may be permitted. 2) Secondary Frontage: one square foot of sign area may be allowed for every five lineal feet of secondary frontage.
- *Maximum Size:* No sign may exceed 48 square feet in area. Interior illuminated signs may not exceed 27 square feet in area and exterior illuminated signs may not exceed 32 square feet in area. Each face of a double-sided interior illuminated sign may not exceed 18 square feet in area and each face of a double-sided exterior illuminated sign may not exceed 21 square feet in area. In calculating the aggregate area of a double-sided sign, each face shall be multiplied by 0.75.
- *Illuminated Window Signs:* In commercial zones, neon signs of less than two-square feet in area may be allowed with design review, subject to a limit of one such sign per business.
- *Portable Freestanding Signs:* Portable freestanding signs may be approved administratively and limited to a maximum width of 30 inches and a maximum height of 48 inches (based on lineal feet of property) provided the following special circumstances exist on the site: 1) the business is not visible from the street on which it lies; 2) options for permanent signs have been exhausted; or, 3) some other valid physical justification. Portable freestanding signs shall be designed so as to be compatible with the architecture of the building in which the applicant’s business is located and compatible the other buildings on the same block and in the same vicinity as the applicant’s business. Generic design, prefabricated A-frame signs, and plastic material shall be discouraged. Examples of Portable freestanding signs that may be approved administratively include signs consisting of a dry erase board face featuring a black background, wording that is primarily hand-drawn, and a border finish that includes brushed steel, maple, or reclaimed wood.
- *Administrative Review:* Over the counter review is possible for certain sign applications, including the replacement of existing conforming signs, new wall signs of 10 square feet in area or less and new hanging or projecting signs of 6 square feet or less (per side). Some limitations apply, as follows: a) no more than two signs per business; b) the lettering of informational text may not exceed 4 inches in height. Illuminated signs, new signs in residential zones, new multi-tenant sign programs, and roof signs may be allowed with design review.