



Sign Plan Application Checklist

Concord Development Code Article IV, Division 7, Signs (effective 8/24/12)

Section 122-536 Sign Plans

Whenever more than one sign is proposed for a site, and a Master Sign Program is not required, a Sign Plan shall be submitted for review and approval by the Planning Division. The Sign Plan shall be submitted for Design and Site Review and may be approved administratively, with or without review by the Design Review Board, as appropriate.

The purpose of the Sign Plan is to ensure that the placement, design, materials, size, and other features of all signs on a single site, center, or similar development with multiple parcels, are consistent with, and comply with the Design Standards (Section 122-545) in this Division and the City approved Design Guidelines.

The information for a Sign Plan shall be detailed enough to identify the location, size, and type of all existing and future signage.

Submittal Requirements. The following information is required for a complete application. Please review this checklist with City of Concord Planning Division to confirm specific requirements and to determine if other applications are required.

All plans shall be fully dimensioned and drawn to scale. **One set of full sized plans (24" x 36")**, **2 sets of reduced plans (11" x 17")**, are required for all applications. All **plans shall be folded to 8-1/2" x 11"** (approximately) and submitted **in collated sets**. Additional copies may be required for projects scheduled for the Design Review Board or Planning Commission.

- APPLICATION FORM.** Include signature(s) of legal property owner(s) as well as applicant.
- FILING FEE^{1*}.** (See Exhibit A, Fees and Charges Resolution)
- KEY MAP.** A key map showing location of each sign type, including freestanding signs.
- SITE PLAN.** Site Plan showing locations of all existing and proposed, attached and freestanding signs, including property lines, location of buildings, length of building frontage and street frontage, location of tenant spaces, frontage improvements, parking and landscaped areas.

*** The City adjusts all fees and charges on an annual basis in accordance with the San Francisco-San Jose-Oakland Area Consumer Price Index, actual hourly rates for work performed by City employees, and the Construction Cost Index for the San Francisco Bay Area published in the most current edition of the Engineering News Record. The new fees are adopted following a public hearing and incorporated in the Master Fees and Charges Resolution July 1 of every year. Persons interested in how a particular fee is adjusted should contact the City department that administers the fee or the Finance Department.**

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BUILDING ELEVATIONS. Building elevations showing locations for all proposed sign options, showing maximum letter and logo size (height and width). Include overall sign dimensions and dimensions for spacing between the sign and the edges of the walls/façade/roofline.

DETAILED SIGN DRAWINGS. Provide drawings and standards for each type or variation of sign with minimum and maximum size (square footage), dimensions, letter height, length, font styles; colors, criteria for logos, and method of illumination. Show provisions for two rows of text (if proposed.) Include construction details, materials, mounting technique and method of illumination.

SIGN INFORMATION

Sign area for each existing sign to remain: ____sq.ft. ____sq.ft. ____sq. ft. ____sq.ft.

Type and number of proposed signs:

Wall/Fascia _____ Freestanding/Monument: _____

Blade: _____ Awning Copy: _____

Illumination: None Internal Neon/Fluorescent Indirect Spot/Flood Lights †

Halo/ Backlit

SIGN AREA SUMMARY. Provide a table listing each sign to show number of signs, type and cumulative area, as follows:

| Sign # | Dimensions | | Total area | Mounting or support | Type of sign | Materials |
|------------------------|------------|------------|------------|---------------------|--------------|-----------|
| | Vertical | Horizontal | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Total Sign Area | | | | | | |

CROSS-SECTION. Provide a cross section for each type of sign.

PHOTOS/PHOTO-SIMULATIONS. Provide photos of the buildings and site showing all existing signs (to remain) and proposed signs.

Consideration. A Sign Plan shall be evaluated based upon the Design Standards (Section 122-545 and 122-546) and Community Design Guidelines:

(a) **Section 122-545 Design Standards for Signs.** Signs shall be substantially conforming to each of the following, as applicable:

- (1) **Design compatibility with building.** Signs shall be compatible with the architectural style of the primary building or buildings upon the site where the sign is located.
- (2) **Design compatibility with adjoining development.** Signs shall consider compatibility with surrounding development, especially adjoining residential neighborhoods.
- (3) **Color.** Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the other structures on the site. Contrasting colors may be

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utilized if the overall effect of the sign is still compatible with the structure colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).

- (4) **Sign illumination.** The illumination of signs, either from an internal or external source, shall be designed so as not to cast stray light on surrounding rights-of-way and properties. The following requirements shall apply to all illuminated signs:

- a. External light sources shall be directed and shielded to limit direct illumination of an object other than the sign;
- b. The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative impacts on residential properties or streets in direct line of sight to the sign;
- c. Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices; and
- d. Light sources shall utilize energy-efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations.

- (5) **Construction requirements.** Every sign and all parts, portions, and materials thereof shall be manufactured, assembled, and erected in compliance with all applicable state, federal, and city laws and regulations, including the locally adopted building code. All signs shall comply with the following criteria:

- a. All transformers, equipment, programmers, and other related items shall be screened and/or painted to match the building or shall be concealed within the sign.
- b. All permanent signs shall be constructed of quality, low-maintenance materials such as metal, concrete, natural stone, glass, and acrylics. Techniques shall be incorporated during construction to reduce fading and damage caused by exposure to sunlight or degradation due to other elements.
- c. All freestanding signs that incorporate lighting shall have underground utility service.

- (b) **Section 122-544 Standards for Specific Sign Types.** In addition to the sign requirements in Sections 122-540, 122-541, 122-542, and 122-543, the following requirements shall apply to the specific sign types:

- (1) **Awning Signs.** Awning signs shall conform to the following requirements:

- a. Signs on awnings shall be limited to ground level or second story occupancies only; and
- b. Awnings shall not be illuminated unless they are the main sign for the establishment. Only direct exterior lighting shall be allowed; internal illumination shall be prohibited.

- (2) **Freestanding Signs.** Freestanding signs shall conform to the following requirements:

- a. Materials and design for freestanding signs shall be complementary to the materials and design of the buildings for the related development. For example, if the façade of the building were made of brick or brick veneer, a complementary freestanding sign would also include brick.
- b. Landscaping shall be provided at the base of the sign. At a minimum, landscape area shall be equal to the area of the sign. Landscaping shall be complementary to the landscaping for the overall site. The design of the landscaping shall be such that natural growth will not obscure the sign from the public right-of-way.

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- c. Freestanding signs shall be separated by a minimum of 75 feet to ensure adequate visibility for all signs. The Planning Division may reduce this requirement where the locations of existing signs on adjacent properties make this standard impractical or there is no other alternative.
 - d. All freestanding signs shall be setback a minimum of five feet from a public right-of-way.
- (3) **Wall Signs.** Wall signs shall conform to the following requirements:
- a. Wall signs shall be compatible with the predominant visual architectural elements of the building façade.
 - b. Wall signs shall not project more than twelve inches (12") from the building façade.
 - c. Wall sign raceways shall be concealed from public view (e.g., within the building wall or otherwise integrated with the design of the sign and building) to not detract from the architectural character of the building.
 - d. Channel letters, reverse channel letters, and pushpin letters are preferred in place of can signs.
 - e. Signs containing multiple elements (e.g., logo and text) on one façade shall be designed so that the multiple elements are located and scaled in relationship to each other.

FOR STAFF USE ONLY

FILE NUMBER _____ ASSOCIATED FILES _____
PLANNER _____ DATE _____
PROJECT NAME _____
PROJECT ADDRESS _____
GENERAL PLAN _____ ZONING _____