

Who reviews Sign Design applications?

Signs that are consistent with previously approved sign programs for a shopping center or business park may be approved “over the counter” by a planner without an application.

Sign Design Review applications are reviewed administratively by the Zoning Administrator (ZA). The ZA action is reported to the Planning Commission (PC) during the 15-day appeal period.

What about signs in the downtown area?

Sign applications for properties located in the downtown are referred to the Pleasanton Downtown Association (PDA) for review and comment. The applicant’s attendance at the PDA meeting is encouraged. See the Downtown Outdoor Display handout for information regarding outdoor displays (handout published by the PDA).



When is a sign program required?

If a proposal for Design Review of a commercial development contains signage, a comprehensive sign program may be required to be reviewed by the PC or City Council (CC).

What are the sign regulations?

Regulations for signs are governed by the Pleasanton Municipal Code based on the zoning district for the property, as well as the use for which the sign is intended. Specific sign programs or guidelines apply in certain areas of the City, such as in the downtown or multi-tenant commercial centers. Sign Design Review considers aesthetics and visibility, as well as the requirements for the Municipal Code and any applicable sign programs.

A planner can assist you with information regarding sign regulations for specific zoning areas, the downtown area, and areas with adopted sign programs.

Please get design approval before having your sign manufactured.

Still have Questions?



The City of Pleasanton is committed to helping you achieve your development goals. If you have any questions about the information in this brochure, please contact us.

Public Information Planner

Telephone:

925-931-5600

E-mail:

<http://www.ci.pleasanton.ca.us/services/contact/comments/>

Or

stop in to see a planner:

**City Hall
200 Old Bernal Avenue
Monday* - Friday, 8:00 a.m. - 5:00 p.m.**

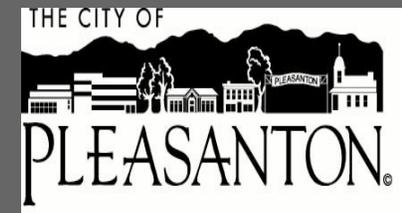
***Planners are not available on Mondays from 9:00 a.m. to 11:30 a.m.
month from 10:00 a.m. to 11:00 a.m.**

Brochure prepared by the Planning Division

Sign Design Review

What is Sign Design Review?

Sign Design Review provides for the review of the proposed sign design, size, location, materials, texture, colors, illumination, and mounting details.

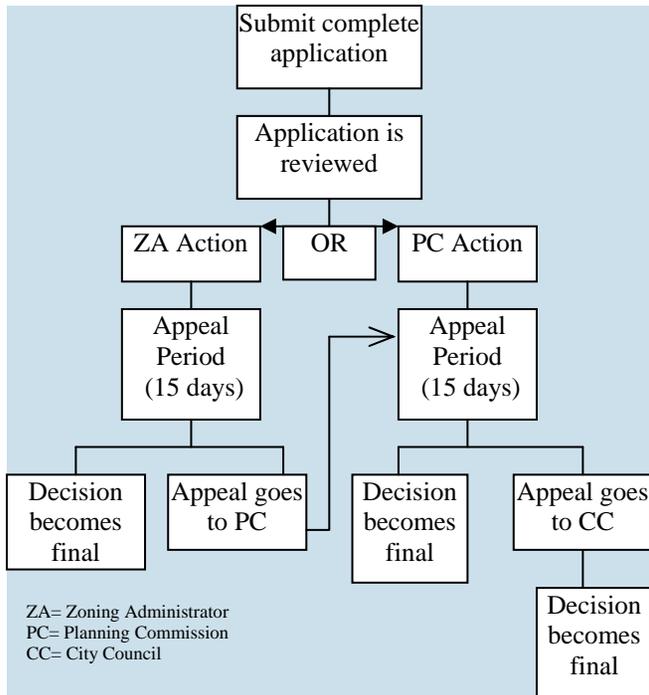


**City of Pleasanton
Community Development Department
Planning Division**

**200 Old Bernal Avenue
P.O. Box 520
Pleasanton, CA. 94566-0802**

**Tel: (925) 931-5600
FAX: (925) 931-5483**

What is the process?



Staff Analysis

When your application is submitted it will be assigned to a staff planner. Once a planner is assigned to the project, they will contact you to let you know that they will be managing your project. The project will be reviewed and the project planner will communicate if any additional information is needed.

The project will be analyzed for conformance with City standards.

Zoning Administrator Action

The Zoning Administrator (ZA) will generally take action on applications for Sign Design Review after the application is considered complete. You will be notified in writing of the ZA's action (approval or denial). The approval becomes effective 15 days after the ZA's action, as long as the project is not appealed. In some cases the ZA may refer the application to the Planning Commission (PC) for review.

Public Hearing

A Sign Design application that is not processed administratively will be scheduled for a PC hearing and noticed. In some cases the application is heard by the City Council (CC).



Can the Action be appealed?

Any action taken on a project does not become effective until 15 days after the ruling. During this time you or any concerned party may appeal the action to the next higher hearing body by submitting a written request and an appeal fee. Appeals of a ZA action goes to PC, appeals of a PC action goes to CC. The decision of the CC is final. See the handout on appeals for additional information.

When does the approval become effective and do I need a building permit?

If the ZA grants approval and no appeal is filed within the 15 day appeal period, your approval becomes effective and you may proceed to apply for building permits, if needed.

Building permits are normally required for installation of new signage. For information on when a building permit is required, please contact the Building and Safety Division at (925) 931-5300.

The Planning Division does not provide plan sets for the building permit phase.

Does the approval ever expire?

An approval for a sign application is good for one (1) year. An extension may be granted by the ZA if a written request is filed prior to the expiration period.

How long does the process take?

Normally, from the time the application is deemed complete, the process is about **two to three weeks** for administrative level approval*. This period may be longer if the plans require revisions or if the approval/denial action is appealed.

*These timelines are goals and a variety of factors can result in longer timelines.



Can I have a Grand Opening Banner?

Grand opening banners are allowed, please see the Special Event handout for more information.



What documents do I submit?

Application: Applications can be obtained on-line or from the Planning Division counter.

<http://www.ci.pleasanton.ca.us/pdf/devapp.pdf>

Property owner signature: The property owner must sign the application form or provide a written letter of authorization prior to submittal of the application for review.

Association approval: Applications in areas with a Home Owners or Business Owners Association need to provide an approval letter from the Association stating their review and approval of the proposed project.

Photographs or Photo simulation: Submit photographs or a photo simulation to illustrate your signage proposal.

A total of 15 (fifteen) (1 full size and 14 reduced size) † complete sets of the following:**

- **Site plan:** An exhibit that clearly shows the proposed sign locations, location of all adjacent structures, landscaping, building entrances, and vehicle access to the site. Dimensions of the lot, the existing structure(s), street locations and the address of the property, need to be shown.
- **Colored elevation drawings:** An exhibit indicating the details of the sign's appearance, including: dimensions, materials, colors, and illumination. Colors, materials, any special architectural features, any new lighting, and dimensions of structures, logos, and letters need to be shown.
- **Construction and mounting details:** A cross section is required to show the manner of construction. A mounting detail is required to illustrate how the signage will be attached to the building surface. The color of all exposed mounts, types and size of bolts, chains, and poles to be used must be listed.

† Additional plans and materials may be required if a hearing is needed.

**14 additional reduced-sized plan sets are required before approval for referral to the Planning Commission

