



**Community & Economic Development
Department
Planning Division**

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SIGN DESIGN REVIEW

The Sign Design Review process provides for the review of sign design, size, location, materials, texture, colors, illumination, and mounting details. Sign Design Review considers aesthetics and visibility, as well as the requirements of the Pleasanton Municipal Code (PMC) and any applicable sign programs. Regulations for signs are governed by the PMC 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. Please contact the Planning Division to determine if a sign program or guidelines exist for your location.

Signs consistent with a previously approved sign program or refacing or replacing existing signs with minor alterations to existing signage (e.g., installing a new sign that is a similar size and style to what exists) are not subject to sign design review and may be submitted directly to the [Building & Safety Division](#).

A proposal for a new building may require a sign program be created as part of the review process for the building or created after the building is approved. This will be discussed with the applicant during the review process for the new building.

REVIEW PROCESS OVERVIEW

When your application is submitted it will be reviewed for completeness and assigned to a staff planner. Once an application is deemed complete, the process takes about two to three weeks for administrative level action (not including a 10-day appeal period, which starts at the time of administrative level action). This period will be longer if the plans require revisions.

The Zoning Administrator (ZA) will take action on Sign Design Review applications after the application is considered complete. If the project complies with applicable zoning regulations and the design is determined to be acceptable, the project will be approved administratively by the ZA and action letter will be e-mailed to you. This action is subject to a 10-day appeal period.

During the 10-day appeal period, you or any concerned party may appeal the ZA action by submitting a written request and an appeal fee. If the ZA action is appealed, the item is forwarded to the Planning Commission for a public hearing and property owners and occupants within a 1,000-foot radius of the project site will be notified. If the Planning Commission action is appealed, the item is forwarded to the City Council for review and action at a public hearing. Actions taken by the City Council are final unless they are challenged in a court of law.

After receiving approval for your application and after expiration of the appeal period, you have one year to secure a building permit and diligently commence construction. Please review the plan check submittal requirements at www.pleasantonpermits.com under the Building and Safety Division.

SUBMITTAL REQUIREMENTS

The following is a list of plans and documents that may be required for Sign Design Review application submittal. Additional plans and materials may be required if a public hearing is needed. All Sign Design Review application fees are due at the time of submittal. All documents, reports and plans must be uploaded to the Planning Division through the [Electronic Planning Submittal](#) portal.

- Application and fee:** An Application for Development Review form can be obtained online at www.pleasantonpermits.com or from the Planning Division counter at 200 Old Bernal Avenue. The property owner must sign the application form or provide a written letter of authorization upon submittal. The Sign Design Review application (located on the City's website) is due at the time of submittal.
- Homeowner's Association (HOA):** Applicants with projects located in areas with an HOA are not required to obtain approval from the HOA for the City to process and act on the project. The city, however, encourages applicants to interact with their neighbors and HOA early in the process to obtain feedback related to the proposal.
- Photographs or Photo Simulation:** Submit photographs or a photo simulation to illustrate your signage proposal.
- One digital copy in PDF format. Plans shall be drawn to scale:**
 - a. **Site Plan:** An Exhibit which 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.
 - b. **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 lighting, and dimensions of structures, logos, and letters need to be shown.
 - c. **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, if applicable. The color of all exposed mounts, types and size of bolts, chains, and poles to be used must be listed.