



City of Del Mar
Department of Planning and Community Development
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Del Mar, CA 92014

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Hours: M-TH 1:00 pm – 5:30 pm
FRI 1:00 pm – 4:30 pm
www.delmar.ca.us

ADMINISTRATIVE SIGN REVIEW

An applicant's guide to the process

The following information is intended to provide information on the City of Del Mar's process for the review of Signs. Please contact the Planning Department to obtain additional information, including a copy of the City's Administrative Sign Review Ordinance (DMMC Chapter 23.09).

PURPOSE

The Del Mar Administrative Sign Review (ASR) process is intended to provide a relatively simple and expedient process for the review of business signage while also ensuring that new signage will preserve and improve the City's scenic amenities and will not create "visual clutter".

As part of the review process, application proposals are evaluated for their consistency with the provisions of the Del Mar Community (General) Plan, with the applicable portions of the City's Zoning Ordinance (DMMC Chapter 30.84 – Signs). Applications are also reviewed for their consistency with the provisions of the Design Review Ordinance and the Administrative Sign Review Ordinance.

PROCESS

The ASR process includes detailed eligibility requirements. Only proposals, which meet the eligibility requirements, may be processed through the ASR process. Signs which do not meet all of the eligibility requirements will be processed under a separate Design Review Application process. The eligibility requirements include the type of material uses, the size of the lettering and logo as well as lighting, location and noise standards.

Step 1 - Filing of Application

Applications may be filed at the Planning Counter Monday through Friday between the hours of 1:00 p.m. and 4:00 p.m. At the time of submittal, the application will be given a preliminary review to determine if all submittal requirements have been met. A Planning Staff member will review each application for completeness at the counter. For an application to be accepted, it must contain all information listed below. Incomplete submittals will not be accepted. Please note that a submitted application is a matter of public record. Therefore, any portion of the application, including plan sets, may be re-produced and distributed to City staff, other discretionary bodies, and the general public for use in reviewing the project proposal.

After the initial submittal of the application, the project will be assigned to a member of the Planning Department for a detailed analysis. The Planner will review the application for completeness and for compliance with the applicable Codes. If it is determined that the application is missing information, or is somehow inconsistent with one or more provisions of the Zoning Code, it will be deemed *Incomplete*. A letter will be sent to the applicant regarding the necessary information and/or changes.

The following items must be submitted as part of the application:

1. **Application Form** (completed and signed)
2. **Application Fee** (see fee schedule)
3. **Statement of Understanding for Exempt Projects Form** (Completed and signed)
4. **Two Sets of Project Plans** that is collated and stapled. No additional loose pages will be accepted.

Project plans shall include all of the information listed below unless otherwise waived or determined not applicable by the Planning Department. Architectural drawings shall use $\frac{1}{8}$ " or $\frac{1}{4}$ " scale.

- a. **Site Plan** drawn accurately and to scale, containing the following information:

- Vicinity Map
- Number of Signs
- Proposed and Existing Lighting on-site
- A list of all Existing and Proposed Signage
- Location of all Proposed and Existing Signs
- Scale and north arrow pointing to top of page
- Pictures of surface/area where sign(s) are proposed

- b. **Building Elevations** drawn accurately and to scale, containing the following information:

- Proposed signage
- Support structures
- Dimension of signage
- Materials for Signs and Supports
- Labels for north, south, east and west elevations

5. **Photographs** of subject site and adjacent properties mounted on an 8½" x 11" durable cardboard or plastic board and labeled.

Step 2 - Posting of "Administrative Sign Review Permit Pending" Sign

At the time of application submittal you will be given an ADMINISTRATIVE SIGN REVIEW PERMIT PENDING sign, which must include a rendering of the proposed signage. The sign must be posted on the site in a conspicuous spot along the street frontage(s) for the subsequent ten (10) working days following the submittal of the ASR application.

Step 3 - Procedure

If staff deems a project to be consistent with the standards and no written comments are received for the project during the 10-day appeal period, the application is conditionally approved. A conditional letter of approval will be sent to the applicant by the Planning Department after the 10-day public review period. The applicant may then begin the separate process of obtaining the Building Permits from EsGil Corporation (located at the City of Encinitas planning department) if necessary.

If the City receives a letter or concern within the 10-day notice period, the Administrative Design Review permit is automatically forwarded to the Design Review Board for review of the application. The application will be heard at the next available Design Review Board hearing, unless the complainant and applicant reach an agreement. If the complainant rescinds, in writing, his/her letter of concern then the project can be conditionally approved.

ADMINISTRATIVE SIGN REVIEW/PERMIT

So you are applying for a business license. Did you know that you also need a sign permit if you intend to hang a shingle?

It could be made easy by understanding the following:

Signs that meet certain eligibility requirements may be processed under the City's Administrative Sign Review (ASR) process (DMMC Chapter 30.84). The process was created to provide a less expensive, expedited process for the review and approval of those signs that, based on their proposed construction material, would likely have an appearance that is appropriate for the community. Even though the process allows administrative (staff) review, the application could potentially be forwarded to the Design Review Board for review at a noticed public hearing, if either: 1) a written objection is received in response to the notice sent or posted on site; or 2) in staff's determination, the proposed sign violates one or more of the regulations of the City's Design Review Ordinance (DRO). In order to be eligible for the ASR process, proposed sign(s) must meet all of the following criteria:

1. The sign and sign supports will be composed of one of the following materials:

- Painted, treated or weathered metal
- Natural finished, stained or painted wood
- Ornamental glass
- Stone or inlaid stone
- Ceramics
- Masonry
- Durable, weather-resistant fabric
- Custom-generated vinyl appliqué

2. The allowed size of the sign conforms to the floor area of the business and the individual letters or lettering will not be greater than 10" in height or width. (See attached application).

3. Individual logos of the sign will not be greater than 15" in height or width.

4. The sign will be permanently attached to the ground or adjacent structure and will be constructed of durable, weather-resistant materials.

5. The sign will be of a design, which is compatible with the architectural style, colors and materials of the structure upon which, or in front of which, the sign is to be located.

6. If located within planter boxes or other landscaped areas; the sign will be designed with colors and materials, which are compatible with the plant species within the adjacent landscape area.