



City of Del Mar
 Department of Planning and Community Development
 1050 Camino del Mar
 Del Mar, CA 92014

Phone: 858-755-9313 Fax: 858-755-2794
 Hours: M-TH 1:00 pm – 5:30 pm
 FRI 1:00 pm – 4:30 pm
www.delmar.ca.us

ASR - _____ - _____

Submittal Date: _____ Planner: _____

Fees: PL: _____ ENG: _____ GPF: _____ Noticing: _____

Receipt No.: _____ Related Projects: _____

Administrative Sign Review Application

APPLICATION:	
Project Address:	
Assessor's Parcel No(s).	
Zoning:	Overlay Zone
Does project involve work within the public right-of-way: If yes, please explain:	<input type="checkbox"/> yes <input type="checkbox"/> no
APPLICANT:	
Applicant(s):	
<input type="checkbox"/> Owner <input type="checkbox"/> Owner's Agent <input type="checkbox"/> Contractor <input type="checkbox"/> Other: Business License No.:	
Mailing Address:	
City / State:	Zip:
Phone No(s):	
Email:	
Signature(s):	
OWNER (if not primary applicant listed above):	
Owner(s):	
Mailing Address:	
City / State:	Zip:
Phone No(s):	
Email:	
Signature(s) (authorizing applicant to submit application):	
APPLICANT'S REPRESENTATIVE (if applicable):	
Applicant's Representative:	
Mailing Address:	
City / State:	Zip:
Phone No(s):	
Email:	
Signature:	

Date: _____

Application Number(s): _____ Site Address: _____

I, the undersigned owner (or authorized agent) of the property herein described, hereby make application for approval of the plans submitted and made a part of this application in accordance with the provisions of the City of Del Mar Ordinances, and I hereby certify that the information given is true and correct to the best of my knowledge and belief.

I understand that the requested approval is for my benefit (or that of my principal). Therefore, if the City of Del Mar grants the approval, with or without conditions, and that action is challenged by a third party, I will be responsible for defending against this challenge. I therefore agree to accept this responsibility for defense at the request of the City and also agree to defend, indemnify and hold the City of Del Mar harmless from any costs, claims or liabilities arising from the approval, including, without limitation, any award of attorney's fees that might result from the third party challenge.

Signature: _____ Date: _____
(if other than owner, must have letter from owner)

Signature: _____ Date: _____
(if other than owner, must have letter from owner)

PROJECT INFORMATION:

<u>Floor Area of Business</u>	<u>Total Allowable Sign Area</u>
1,000 sq. ft. or less	10 sq. ft.
1,001-3,000 sq. ft.*	15 sq. ft.
3,001 or more sq. ft.*	20 sq. ft.

* For lease space over 1,000 sq. ft., verification is required.

Business Area (lease space) in sq. ft.	
Proposed Sign Area in sq. ft.	
Total Business Existing Sign Area	

Section 23.09.040 A of the DMMC states that a sign and sign supports shall be composed of one or more of the following materials ONLY:

- | | |
|---|---|
| 1) <i>Painted, treated or weathered metal</i> | 5) <i>Ceramics</i> |
| 2) <i>Natural finished, stained or painted wood</i> | 6) <i>Masonry</i> |
| 3) <i>Ornamental glass</i> | 7) <i>Durable, weather-resistant fabric</i> |
| 4) <i>Stone or inlaid stone</i> | 8) <i>Custom generated computer vinyl</i> |

Proposed Sign Materials (be specific/see list above):

Section 23.09.040 C of the DMMC requires that individual letters or lettering not be greater than 10" in height or width. Section 23.09.040 D of the DMMC requires individual logos of the sign to be no greater than 15" in height or width. If your sign exceeds these maximum height and widths, a Design Review Board approval is necessary.

Height and Width of lettering:

Height and Width of individual logo:

Brief Description and Dimensions of sign proposal, including any proposed sign Illumination:

EXAMPLE: (Design is Not to Scale) - 10 sq. ft. Sign





1) Permanent Sign

– Attached to the ground or structure. This is the long term sign for the business and requires design review. The allowed size is tied to the size of the business space. Depending on the sign design/material may be eligible for ASR.

2) New-Business Sign

– May not exceed 10 sq. ft. and may be installed only after a submittal of ASR or DRB sign application. Must be removed no later than **30 days** after approval of permanent sign.

**ECLECTIC EYES AND WEAR
Grand Opening!**

**SALE
ALL COOL T-SHIRTS**

3) Temporary Sign

May not exceed 6 sq. ft. and all temp. signage for a business is limited to a maximum of 60 days in a calendar year.

BENEFIT DANCE
SATURDAY AT
POWERHOUSE!!



4) Special Announcement Sign

One sign allowed per business and may not exceed dimensions of 8 ½" x 14" (with individual letter height or width of 1")

5) ID Sign

One sign per business, and may not exceed 2 sq. ft.

123 Camino del Mar

open

6) Open/Closed Sign

May not exceed 2 sq. ft. and illumination must be turned off when business is closed.