



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  
 Web: [www.delmar.ca.us](http://www.delmar.ca.us)

# UNIFORM DEVELOPMENT APPLICATION

## PROPERTY INFORMATION:

Property Address: \_\_\_\_\_  
 Assessor Parcel No. (APN): \_\_\_\_\_  
 Zoning: \_\_\_\_\_ Overlay Zone(s): \_\_\_\_\_  
 Work proposed in the public right-of-way:  No  Yes, note location:

## OWNER / APPLICANT:

Name(s): \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## AUTHORIZED REPRESENTATIVE: (LETTER OF AUTHORIZATION REQUIRED)

Name: \_\_\_\_\_  
 Type:  Architect/Designer  Contractor  Consultant  Engineer  Other: \_\_\_\_\_  
 Del Mar Business License No.: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PROJECT DESCRIPTION (BRIEF):

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## PERMITS, ACTIONS AND FEES TO BE PREPARED BY STAFF ONLY:

<u>Permits:</u>	<i>Fee</i>	<u>Actions:</u>	<i>Fee</i>
<input type="checkbox"/> <b>ADR</b> Administrative Design Review	_____	<input type="checkbox"/> <b>COC</b> Certificate of Compliance only	_____
<input type="checkbox"/> Minor <input type="checkbox"/> Major		<input type="checkbox"/> <b>CPP</b> Citizens' Participation Program	_____
<input type="checkbox"/> <b>ASR</b> Administrative Sign Review	_____	<input type="checkbox"/> <b>D</b> Zoning Determination of Allowable Use	_____
<input type="checkbox"/> <b>BA</b> Boundary Adjustment with COC	_____	<input type="checkbox"/> <b>DA</b> Development Agreement	_____
<input type="checkbox"/> <b>BAN</b> Banner Permit	_____	<input type="checkbox"/> DA <input type="checkbox"/> Amendment	
<input type="checkbox"/> <b>BP</b> Charitable Bingo Game Permit	_____	<input type="checkbox"/> <b>DSC</b> Determination of Substantial Conformance	_____
<input type="checkbox"/> <b>CDP</b> Coastal Development Permit	_____	<input type="checkbox"/> <b>EA</b> Environmental Assessment	_____
<input type="checkbox"/> <b>CUP</b> Conditional Use Permit	_____	<input type="checkbox"/> Initial Study <input type="checkbox"/> EIR	
<input type="checkbox"/> CUP <input type="checkbox"/> Modification		<input type="checkbox"/> <b>GPA</b> General Plan Amendment	_____
<input type="checkbox"/> <b>DP</b> Demo Permit	_____	<input type="checkbox"/> <b>HZ</b> Horizontal Zoning Relief	_____
<input type="checkbox"/> <b>DRB</b> Design Review Permit	_____	<input type="checkbox"/> <b>I</b> Zoning Code Interpretation	_____
<input type="checkbox"/> < 500 sf <input type="checkbox"/> > 500 sf		<input type="checkbox"/> <b>ILPF</b> In-Lieu Parking Fee Program	_____
<input type="checkbox"/> Misc: _____		<input type="checkbox"/> <b>LCPA</b> Local Coastal Program Amendment	_____
<input type="checkbox"/> <b>DRB-S</b> Design Review Sign Permit	_____	<input type="checkbox"/> <b>OPP</b> Off-Hours Public Parking	_____
<input type="checkbox"/> <b>EP</b> Encroachment Permit	_____	<input type="checkbox"/> <b>PLZ</b> Plaza Tenant Improvement Review	_____
<input type="checkbox"/> Short-term <input type="checkbox"/> Long-term		<input type="checkbox"/> <b>SDU</b> Second-Dwelling Unit	_____
<input type="checkbox"/> <b>ESP</b> Emergency Shelter Permit	_____	<input type="checkbox"/> <b>SP</b> Specific Plan	_____
<input type="checkbox"/> <b>FDP</b> Floodplain Development Permit	_____	<input type="checkbox"/> SP <input type="checkbox"/> Amendment	
<input type="checkbox"/> Without hardship relief		<input type="checkbox"/> <b>SV</b> Street Vacation	_____
<input type="checkbox"/> With hardship relief		<input type="checkbox"/> <b>TPM</b> Tentative Parcel Map	_____
<input type="checkbox"/> <b>IB</b> Emergency Beach Barrier	_____	<input type="checkbox"/> ≤ 4 New Lots <input type="checkbox"/> Condo Conversion	
<input type="checkbox"/> <b>LC</b> Land Conservation Permit	_____	<input type="checkbox"/> <b>TTM</b> Tentative Tract Map	_____
<input type="checkbox"/> LC <input type="checkbox"/> Administrative		<input type="checkbox"/> ≥ 5 New Lots <input type="checkbox"/> Condo Conversion	
<input type="checkbox"/> <b>MV</b> Mobile Vending Operations Permit	_____	<input type="checkbox"/> <b>TVS</b> Trees, Scenic Views and Sunlight	_____
<input type="checkbox"/> <b>NOI</b> Notice of Intent	_____	<input type="checkbox"/> <b>V</b> Variance	_____
<input type="checkbox"/> <b>NRP</b> News Rack Permit	_____	<input type="checkbox"/> <b>ZA</b> Zoning Code Amendment	_____
<input type="checkbox"/> <b>P</b> Parking Permit	_____	<input type="checkbox"/> Other: _____	_____
<input type="checkbox"/> Off-site <input type="checkbox"/> Shared			
<input type="checkbox"/> <b>RDP</b> Redevelopment Permit	_____	<b>Related Fees:</b>	
<input type="checkbox"/> <b>SEC</b> Sign Encroachment Permit	_____	<input type="checkbox"/> Community (General) Plan/Zoning Update	_____
<input type="checkbox"/> <b>SCP</b> Sidewalk Café Permit	_____	<input type="checkbox"/> Public Notice	_____
<input type="checkbox"/> <b>SPP</b> Shoreline Protection Permit	_____	<input type="checkbox"/> Engineering Review Fees	_____
<input type="checkbox"/> <b>SSP</b> Seawall Setback Permit	_____		
<input type="checkbox"/> <b>TRP</b> Tree Removal Permit	_____	<b>TOTAL FEES DUE:</b>	
<input type="checkbox"/> <b>TUP</b> Temporary Use Permit	_____		
		\$ _____	

Primary File No.: \_\_\_\_\_

Additional File Nos.: \_\_\_\_\_





# City of Del Mar Planning Department Submittal Worksheet

## ASR – ADMINISTRATIVE SIGN REVIEW PERMIT

ASR \_\_\_\_ - \_\_\_\_\_

BUSINESS INFO:	
Business Name:	Business License No:
Business Address:	
Assessor's Parcel No(s):	
Zoning:	Overlay Zone
Does project involve work within the public right-of-way: If yes, please explain:	◀ yes    ▶ no
PROPERTY OWNER:	
Property Owner(s):	
Mailing Address:	
City / State:	Zip:
Phone No(s):	

Place Color Copy  
of Proposed Signage  
HERE

**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 can be processed under a separate Design Review Application process. The eligibility requirements include the type of material used, the size of the lettering and logo as well as lighting and location.*

**CITY CRITERIA FOR PERMANENT SIGNAGE:**

The City of Del Mar provides two choices for calculating the allowable signage square footage for your business establishment:

**Option #1: Floor Area of Business**

This option bases the business' allowable signage area on the total amount of floor area of that business, the allowable signage totals are displayed below:

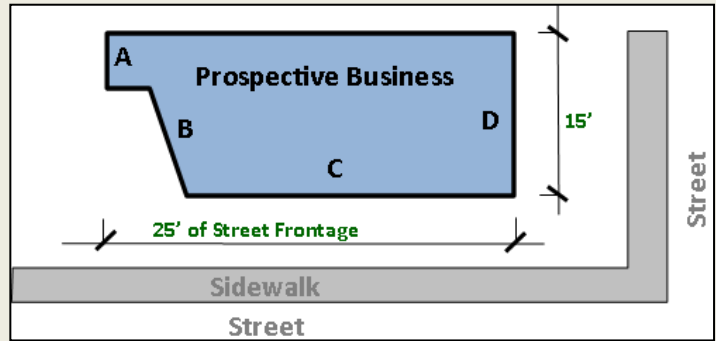
- 1,000 sq. ft. or less = 10 sq. ft. of signage
- 1,001-3,000 sq. ft. = 15 sq. ft. of signage
- 3,001 or more sq. ft. = 20 sq. ft. of signage

**Option #2 [See Diagram Below]: Linear Feet of Street Frontage (does not include alleyways)**

This option bases the business' allowable signage area on the total linear feet of street frontage per business the allowable signage total is as follows:

**1sq. ft. of signage area for every linear foot of street frontage per business (1 to 1 ratio)**

- BC, PC, RC and CC Zones = 40 sq. ft. maximum
- VC and NC Zones = 60 sq. ft. maximum



<b><u>Choose your calculation method (circle):</u></b>	<b>Option #1</b>	<b>Option #2</b>
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Business Floor Area (in sq.ft.)		
Business Street Frontage (linear feet)	Side 1:	Side 2:
Proposed Sign Area of Business (in sq.ft.)		
<b>TOTAL SIGNAGE AREA (in sq.ft.)</b>		

<b>A sign and its supports shall be composed of one or more of the following materials ONLY : DMMC 23.09.040.A</b>	
1) Painted, treated or weathered metal	5) Ceramics
2) Natural finished, stained or painted wood	6) Masonry
3) Ornamental glass	7) Durable, weather-resistant fabric
4) Stone or inlaid stone	8) Custom generated computer vinyl
<b>Highlight all proposed sign materials above</b>	

<b>Individual Letter or lettering shall not be greater than 10 inches in height or width; and individual logos displayed on the sign shall be no greater than 15 inches in height or width. DMMC 23.09.040.C&amp;D</b>	
Height and Width of Lettering:	
Height and Width of Logo:	
Type of Sign Illumination (if proposed):	

**CITY CRITERIA FOR A-FRAME SIGNS (EXEMPT FROM TOTAL SIGN AREA):**

**Definition:** An A-Frame sign is a single or double-faced moveable sign consisting of a smooth, hard panel for the display of changeable messages or copy as advertising for a business. (Note: A-Frame signs do not count towards total allowable sign area)

**Please verify that your proposed A-Frame sign will meet the following criteria (initials required):**  
**DMMC 30.84.050.D**

- 1) Installed/placed only during open business hours and removed at the close of business each day;
- 2) Located entirely on private property, on the premises of the business establishment for which advertising is provided;
- 3) Placed so as to not block access to a parking stall, drive aisle or pedestrian travel way;
- 4) Limited to changeable message/copy for the advertisement of products or services available in the establishment for which advertising is provided;
- 5) Composed of a hinged A-frame structure;
- 6) Devoid of any strobe, blinking or flashing lights, electronic animation, or electronic reader copy;
- 7) Devoid of any flags, balloons, pendants, flyers, handouts or other attachments; and
- 8) Is anchored or secured to maintain the sign in a stable, upright position.

<b>Will your business display an A-Frame sign? (Circle one)</b>  (limit one per business)	<b>Yes</b>	<b>No</b>
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**A-Frame signs shall have a maximum size 10.5 square feet, with maximum dimensions of 36 inches in width by 42 inches in height, please specify the dimensions.**  
**DMMC 30.84.040.F**

Height of A-Frame:

Width of A-Frame:

Please describe the location of your proposed A-Frame:

**VERIFICATION OF REQUIRMENTS:**

I, the undersigned owner (or authorized agent) of the business herein described, hereby make application for approval of the plans submitted and made a part of this application and hereby certify that the information given is true, correct and that the proposed sign will conform to the requirements set forth in Section 30.84 of the DMMC. Additionally, I agree to indemnify, protect and hold the City of Del Mar, and its elected officials, representatives, agents and employees harmless from and against all claims asserted or liability established for damages or injuries to any person or property which arise from or are connected with any A-Frame sign associated with the business I own or am responsible for provided, however, that my duty to indemnify and hold harmless shall not include any claims or liability arising from the established sole negligence or sole willful misconduct of the City.

**Business Owner Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Authorized Agent Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(Agent must obtain a signed letter of authorization from the Business Owner prior to filing application)

**CITY CRITERIA FOR BLADE SIGNS (EXEMPT FROM TOTAL SIGN AREA):**

**Definition:** A Blade Sign shall be defined as a single or double-faced sign mounted perpendicular, or nearly perpendicular, from an exterior building wall or hanging from a support feature mounted perpendicular, or nearly perpendicular from an exterior building wall. (Note: Blade signs do not count towards total allowable sign area)

<b>Will your business display a Blade sign? (Circle one)</b>	<b>Yes</b>	<b>No</b>
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**Blade signs have shall maximum of six (6) square feet of area displayed by each individual business with street frontage (sign message may repeat to be on both sides).  
DMMC 30.84.040.E**

**Please specify the dimensions below.**

Height of Blade sign:

Width of Blade sign:

Clearance Height (amount of clearance above any sidewalk or pedestrian access):

**A sign and its supports shall be composed of one or more of the following materials ONLY:  
DMMC 23.09.040.A**

- |   |   |
|---|---|
| 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):**

**Individual letters or lettering shall not be greater than 10 inches in height or width; and Individual logos displayed on the sign to shall be no greater than 15 inches in height or width.  
DMMC 23.09.040.C&D**

Height and Width of Lettering:

Height and Width of Logo:

Type of Sign Illumination (if proposed):

