



## City of Carmel-by-the-Sea Community Planning and Building Department Sign Application Requirements

### Introduction

The City requires that all businesses obtain a Sign Permit prior to the installation of any business signs, even if they are on private property. The City reviews the signs to implement the adopted policies and objectives of the General Plan. This helps maintain the community's village character.

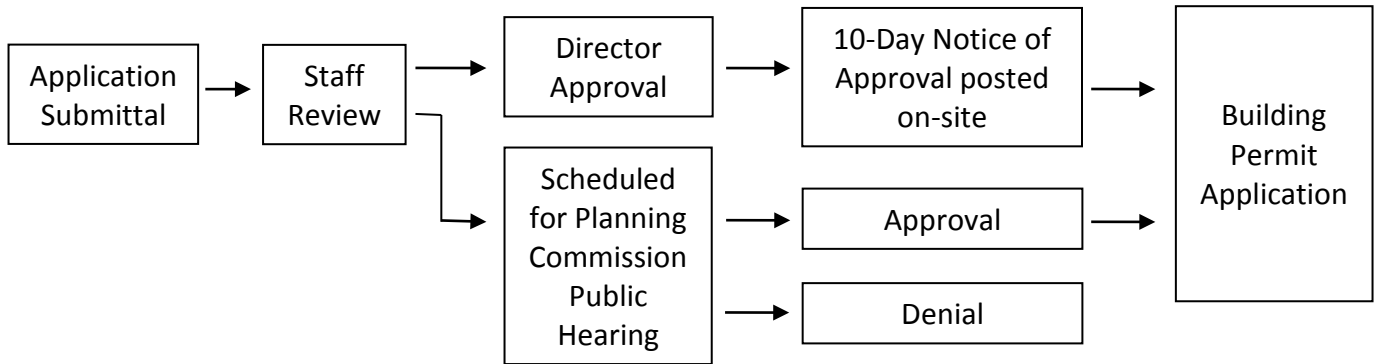
### Design Standards and Process

Signs meeting the standard identified in the table below are generally approved administratively by staff.

	<b>Sign Standards</b>
Number of Signs	Maximum <u>one</u> sign per business
Size	Wall Mounted Signs: 6 square feet Hanging Sign: 3 square feet
Location	As close as possible to the entrance of the business and below the eave line of the building.
Height	Hanging signs must maintain seven feet of vertical clearance from the sidewalk. Monument signs shall not be mounted higher than three feet from the ground.
Material	Permanent, natural material such as wood, wrought iron or bass, ceramic, or stone.
Design	Informative of the business name and use. Simple in graphic design, and compatible with the design, color, size and scale of the business storefront/adjoining structures.

Signs which, in the opinion of the Director, require exception from the standards listed above shall be reviewed by the Planning Commission. The Commission may grant exceptions to the number, location and design of business signs. The following criteria must be satisfied to grant the exception:

1. Number. Additional business signs may be permitted in unusual circumstances such as, but not limited to, a business that has entrances on two different public rights-of-way.
2. Location. Signs shall clearly identify the business entrance. Signs shall be pedestrian-oriented except for gas stations and motels that are recognized by the City as predominantly vehicle-oriented business. Clutter from business signs at street frontages shall be avoided. Sign clutter along street frontages from multiple businesses within a courtyard or building shall be avoided.
3. Design. Any exceptions to design standards shall retain compatibility with the design, color, and scale of the building.



## Submittal Checklist

1. General Planning Application Form
  - Property owner signatures are required on all applications
  - Applicable Fees
  
2. Supporting Information
  - Full color sign rendering showing both the full dimensions of the sign and the dimensions of all proposed lettering on the sign. Include the following details on the rendering:
    - Color/paint samples
    - Material of the sign
  - Site plan showing the location of all existing and proposed signs
  - Photograph or elevation drawing of the building depicting the existing and proposed sign locations
  - Any proposed sign lighting specifications including location, style of light and proposed wattage
  - Sign installation details including bracket design detail, is applicable.