



CITY OF CARMEL BY THE SEA
COMMUNITY PLANNING AND BUILDING DEPARTMENT

APPLICATION FOR COMMERCIAL SIGN

Fee _____ Receipt _____
Date _____ Application # SI _____

Property Owner's Name _____ Phone _____

Mailing Address _____

City, State, Zip _____ Email _____

Property Location _____

Block _____ Lot(s) _____ Assessor's Parcel No. _____

Signature of Property Owner (required) _____ Date _____

Individual to receive all correspondence regarding this application:

Name of Contact _____

Phone _____ Email _____

Mailing Address _____

City, State, Zip _____

Signature of Applicant/Contact _____ Date _____

Business Name on Sign _____

Specific Location of Sign¹ _____

Description of Sign² _____

¹ If a hanging sign is proposed, identify if new or existing brackets would be used. If new, note style, material, and dimensions.

² An application cannot be processed without a sign description and rendering or photo. Include applicable attachments as listed below. Review of all proposed signage is subject to the City's sign regulations; refer to Municipal Code Chapter 17.40.

Supporting Information and Attachments (*check all that are applicable*)

- Dimensioned, full-color sign rendering or photograph (including dimensions of proposed lettering)
- Plot plan depicting location of all existing and proposed signs
- To-scale elevation(s) of building depicting sign location(s)
- Color/paint samples
- Material of Sign
- Bracket design detail (hanging signs only)
- Sign lighting specifications (if applicable)

Requested Exception(s) from Sign Standards (*require Planning Commission review and approval*)

- More than one sign³
- Unrelated/complex graphic
- Sign material other than natural
- Size exceedance

Sign Application Instructions

1. Fill out the sign application
2. Attach to the application, on an 8-1/2" x 11" sheet, a dimensioned, full-color rendering of the proposed sign. Identify the outer dimensions of the sign and the size (height) of all lettering. The rendering should show the proposed color(s) as accurately as possible.
3. Paint chips of the actual color(s) of the sign may be required
4. Attach to the application, on 8-1/2" x 11" sheets, an elevation and plot plan of the storefront showing the proposed location of the sign. A representative photograph may be acceptable to substitute for the elevation.
5. For hanging signs only: submit a dimensioned design of the bracket or support for the hanging sign
6. Payment of the required fee is necessary at time application is submitted

Sign Application Process

1. Upon the submittal of the application, business signs that meet the basic standards, including dimensional and numerical requirements, may be approved by staff.
2. Signs which request exception from the basic standards, or which are determined to be inconsistent with the objectives or the intent of the basic standards, must be reviewed by the Planning Commission.
3. All applications requiring Planning Commission approval, once deemed complete, are scheduled for the first available Commission meeting. Staff will advise you of the date of the meeting, once it is scheduled. Applicants are advised to be present at the meeting to answer questions of the Commission.

For City Use Only

Decision Maker _____ Action _____ Date of Action _____
Compliance Site Inspection Date _____ Staff Initials _____

³ More than one business sign proposing requires Planning Commission review. A proposed "directory" sign does not require this box to be checked; however, a description and location must be identified and provided for a directory sign in the Description of Sign portion of this application.

CITY OF CARMEL-BY-THE-SEA SIGN REQUIREMENTS⁴

The City reviews signs to implement the adopted policies and objectives of the General Plan. This helps maintain the community's village character. As noted in the Chapter 17.40 of the City's Municipal Code, business signs should be:

1. Informative of the business name, use and location. The business name should be the primary focal point of the sign and any logos or graphics should be visually subordinate to the business name.
2. Simple in design; any creative graphic depictions should relate to the business use and be in scale with the sign text.
3. Oriented toward the pedestrian environment within the commercial district.
4. Compatible in design, color, size and scale to the business storefront, adjoining structures and surroundings.
5. Made of permanent and natural materials such as wood, wrought iron or brass, ceramic, and stone. Signs painted or etched on glass, and signs made of plastics, fabric, or imitation wood are discouraged.

Administrative Approval Standards for Exterior Business Signs

1. Approval of one business sign may be allowed at the administrative (staff) level.
2. The maximum area of a wall-mounted sign or directory sign is six (6) square feet.
3. The maximum area of a hanging sign is three (3) square feet.
4. Calculation of Sign Area:
 - All faces of a multi-faced sign will be included in the calculation of area except for a double-faced hanging or monument sign in which case only one (1) face will be included.
 - For irregularly shaped signs, the calculated area is based on the smallest rectangle that wholly contains the sign.
 - Brackets or other attachments incorporating design elements that are descriptive or informative of the business use will be included as part of the sign area. Also included are vacancy / no vacancy sign riders for motel / hotel signs.
5. Signs must be located as close as possible to the business entrance and below the eave or parapet line of the building. Hanging signs must not project more than 30" from the face of the building. Hanging signs are to maintain seven (7) feet of vertical clearance from the sidewalk for pedestrian travel. Monument signs shall not be mounted higher than three feet from the ground.
6. The design should be informative of the business name and use. Signs should be simple in graphic design; compatible with the design, color, size and scale of the business storefront, adjoining structures and surroundings; any graphic or pictorial representations must be in scale with the text on the sign.
7. Materials approvable by staff include only permanent, natural materials such as wood, wrought iron or brass, ceramic, or stone.

Sign Exceptions Requiring Planning Commission Review

1. More than one (including both existing and proposed) business sign requested.
2. Wall-mounted business signs larger than six (6) square feet.
3. Hanging business signs larger than three (3) square feet.
4. Deviations from standard materials.
5. Signs with unrelated, complex, or large-scale graphics.
6. Interior signs which indicate the name of the business, are visible from the public right-of-way, and are in addition to the primary business sign.
7. Any sign in the opinion of the Community Planning & Building Director that does not meet the sign objectives, design guidelines, or Basic Standards for Administrative Approval contained in the City's sign regulations.

Last Revised: July 2014

⁴ These regulations are oriented mainly toward exterior signs. For additional regulations regarding interior, temporary, restaurant menu signage, as well as lighting of signage, refer to Chapter 17.40 or contact the Community Planning and Building Department.