



Comprehensive Sign Program Application

INSTRUCTIONS

The City of West Hollywood’s Zoning Ordinance includes a Comprehensive Sign Program (Section 19.34.070) that may provide an opportunity to install signs that do not meet the general size & placement requirements of the sign ordinance, but which work together to create a unified theme for signage on a property. The goals of the program are to:

1. Integrate the design of the signs proposed for a development project with the design of the structures, into a unified architectural statement
2. Provide a means for defining common sign regulations for multi-tenant projects, to encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of the Sign Chapter.

The Zoning Ordinance indicates certain situations in which signs must be designed and approved through a Comprehensive Sign Program. These include the following:

1. Two or more separate tenant spaces are to be created on the same parcel
2. A new project is proposed with five or more non-exempt signs
3. Two or more new signs are proposed during any 12-month period, at an existing business with five or more non-exempt signs
4. The Director determines that a Comprehensive Sign Program is needed because of special project characteristics (e.g. the size of proposed signs, limited site visibility, a business within a business, the location of the site relative to major transportation routes)

In addition, anyone may request approval for signage under a Comprehensive Sign Program in order to create unified signage for a property.

All sign proposals should be guided by the standards of the Sign Chapter and the City’s design guidelines, included in this packet. Planning staff has the authority to review and approve all Comprehensive Sign Program Permits.

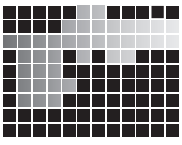
Planning staff may approve revisions to a Comprehensive Sign Program with a standard Sign Permit **if the intent of the original approval is not affected**. However, revisions that substantially deviate from the original approval require the approval of a new Comprehensive Sign Program.

APPLICATION CHECKLIST

A Comprehensive Sign Program Permit requires the submittal of the following:

- A completed Planning Division Permit Application
- A completed Sign Permit Application Supplement
- Three (3) copies at 11” x 17” with site plan and elevations, fully dimensioned and drawn to scale indicating the following:
 - Boundary line of the subject property
 - Property dimension of street frontage and side streets
 - Size and location of existing signage and proposed new signage
 - Dimensions of building wall area on which signs are to be located (if applicable) shown in square feet
 - Height of proposed signs from grade level
 - Location of sign in relation to development and property lines
 - Location and size of any existing sign(s) to remain
 - Description of types, sizes, color, materials, lighting and orientation of all existing and proposed signs
- At least one colorized artist’s rendering of the proposed signage for the entire building
- One CD with architectural drawings, renderings, simulations in pdf format; photos in jpeg format.
- At least one sample of the proposed material type of signage and colors to be used
- A narrative explaining how the proposed project meets the intent of the Comprehensive Sign Program

FAILURE TO FULLY COMPLETE THE APPLICATION AND SUBMIT REQUIRED SITE PLANS MAY CAUSE YOUR APPLICATION TO BE DEEMED INCOMPLETE AND WILL DELAY THE PROCESSING OF THE APPLICATION.



COMPREHENSIVE SIGN PROGRAM CRITERIA

PLEASE SUBMIT A NARRATIVE EXPLAINING HOW THE PROPOSED SIGN(S) MEET(S) THE INTENT OF THE COMPREHENSIVE SIGN PROGRAM. THE NARRATIVE SHOULD THOROUGHLY ADDRESS ALL OF THE FOLLOWING.

Standards. A Comprehensive Sign Program shall comply with the following standards:

1. The program shall comply with the purpose of the Sign Chapter, the Sign Design Guidelines, and the overall intent of the Zoning Ordinance.
2. The signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Program, to the structures or developments they identify, and to surrounding development.
3. The program shall accommodate future revisions that may be required because of changes in use or tenants.
4. The program shall comply with the Sign Ordinance standards, except that flexibility is allowed with regard to sign area, number, location, or height to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes of the Sign Chapter.

Note: Sign proposals that depart significantly from the letter and general intent of the Sign Chapter in order to create unique signage should be processed as Creative Signs, per Section 19.34.060 of the Zoning Ordinance.



Planning Division Permit Application

PERMIT NUMBERS:

PROPERTY INFORMATION:

STREET ADDRESS _____

PRESENT/LAST USE OF PROPERTY _____

PROJECT PROPOSAL

Summarize the project below or attach a narrative on additional pages that describes:

1. Demolition of structures and new construction (in square feet for commercial; number of units for residential).
2. Proposed use or activities.
3. For map or text amendments, include a specific proposal for new language and a statement as to how the amendment is consistent with the General Plan. The statement should cite specific sections in the General Plan.

PROPERTY OWNER

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER _____

FAX _____

E-MAIL _____

APPLICANT (If different than property owner)

(This is the person who will be contacted regarding this application. This person will be named as the applicant in all documents relating to the permits.)

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER _____

FAX _____

E-MAIL _____

LEGAL DESCRIPTION:

Assessor's Parcel Number - Book: _____ Page: _____ Parcel: _____ INIT _____

Applicant's Signature _____ Date _____



SIGN INFORMATION

A. LENGTH OF PRIMARY (LONGEST) BUILDING FRONTAGE (STREET FRONTAGE FOR THIS ESTABLISHMENT ONLY) _____

B. AMOUNT OF SIGNAGE ALLOWED FOR THIS PROPERTY (A. FROM ABOVE X 1 SQ. FT.) _____

C. NUMBER OF EXISTING SIGNS _____ D. NUMBER OF EXISTING SIGNS TO REMAIN _____

E. NUMBER OF NEW SIGNS PROPOSED _____ F. TOTAL NUMBER OF SIGNS _____

SIGN 1
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

SIGN 2
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

SIGN 3
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

SIGN 4
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

ADDITIONAL SIGN INFORMATION: Please fill out the following if they pertain to any existing or proposed signs.

CANOPY AND AWNING SIGN (Sign # _____)

TOTAL EDGE OF CANOPY/AWNING _____ DISTANCE FROM CURB TO BUILDING _____ DISTANCE FROM CURB TO SIGN _____

WINDOW SIGN (Sign # _____) _____
TOTAL AREA OF WINDOW(S) _____

PROJECTING SIGN (Sign # _____) _____
AMOUNT OF SIGN PROJECTING FROM BUILDING _____

MONUMENT SIGN (Sign # _____) _____
DISTANCE FROM PUBLIC RIGHT-OF-WAY _____ DIMENSIONS OF LANDSCAPED PLANTER AROUND SIGN _____

BUILDING IDENTIFICATION SIGN (Sign # _____) _____
HEIGHT TO BOTTOM OF SIGN MEASURED FROM GRADE _____