



SIGN PERMIT (SGN) APPLICATION

SUBMITTAL PACKET

INSTRUCTIONS

Detailed application instructions, including an overview of the sign permit process, maximum sign areas allowed, and sign program procedures, are available in the City's [Sign Permit \(SGN\) Application Guide](#).

HOW TO SUBMIT

All building permit, sign, and planning applications, including all supporting plans and documents, are accepted online via our [Accela Citizen Access Portal \(ACA\)](#). More information: [Electronic Submittals](#).

WHAT TO SUBMIT

This document includes a comprehensive list of information that is required to submit an application for a new sign. All forms must be completed, signed, and submitted as a PDF attachment to your electronic submittal. The application must be accompanied by all required supporting materials (plan sets, photographs, etc.), and all relevant supplemental applications, or it will be rejected.

FEES

Payment of fees is required for all sign applications.



Fees

Payment via check, electronic check, or credit card is required before project review or processing. Once the application is submitted, City staff will follow up electronically with an invoice for the total fee amount. Fees may be paid online, mailed, faxed, or dropped off at 630 Garden Street for processing. If paying by mail or fax, a [Fee Payment Submittal Sheet](#) is required. For more information, click on [How to Pay Invoiced Fees](#).

PHOTOGRAPHS

Photographs are required for all sign applications.



Site and Area Photographs

Submit current color photographs of building exterior and adjacent buildings and signs. The purpose is to show neighborhood context and character. Photos must be clear and in focus with

a minimum size of 4 x 6. Internet photos such as Google Maps are not acceptable because they may not show current conditions. Label each page, and label each photo with a number, and include cardinal directions (north, east, south, west) to identify the direction of each photo.



Existing Sign Photos

Provide close-up photos of existing signs on site (to remain unaltered) and label with the sign number (sign 1, 2, 3) to match the Sign Statistics Table shown on page 6 below. Provide the sign dimensions (height, width, and depth), the square feet of each sign, and distance above ground level. Show any existing sign lighting.

PLANS

Plans are required for all sign applications.



General Sheet Information

All plan sheets must be numbered and provide a sheet index with the contents of each page. Sheet size is a minimum of 8.5 x 11, and a maximum of 11 x 17. On the first page, include the project name and address, Assessor's Parcel Number (APN) and zone, project description, and applicant contact information. Include a vicinity map with north arrow and identify location of property.

All drawings must be to scale. Provide both a graphic scale and a fractional scale. Plans must be labeled with one of the following scales: $\frac{1}{8}$ -inch, $\frac{1}{4}$ -inch, $\frac{1}{2}$ -inch or 1-inch = 1-foot, except for the Site Plan which may be at a maximum scale size of 1-inch = 20-feet.



Site Plan

Provide a site plan to scale ($\frac{1}{8}$ -inch = 1-foot) that includes all streets and complete property lines. Show the building's distance to the nearest street, and the width of the business at the main entrance/street frontage. Identify locations of existing and proposed signs or outdoor vending machines and label to match the Sign Statistics Table (sign 1, 2, 3 or sign A, B, C) shown on page 6 below. Include point-of-view arrows on the site plan identifying where each photo was taken and a north arrow. Be sure to number the arrows to match the photo numbers.



Elevations

Provide complete or partial building elevations to scale ($\frac{1}{4}$ -inch = 1-foot). Show the sign dimensions (height, width, and depth), the square feet of each sign, and distance above ground level. *(Note that the bottom of a sign suspended from a bracket must be seven feet above ground level.)* Or you may provide dimensioned photo-simulations showing the correct proportions of proposed signage to the existing building.



Sign Details

Include enlarged drawings showing sign dimensions and letter heights, thickness, specific type faces or fonts, and area in square feet. A color rendering of all signs must be provided.

☐ **Bracket or Mounting Method**

Show proposed hardware and mounting method of attachment for wall, hanging, and projecting signs and indicate proposed weight of signs. Include specific bracket designs including material, color, finish, and dimensions of all sign bracket members.

☐ **Ground Sign Foundation**

If applicable, include foundation details and identification of existing and proposed grades. Include distances to driveways and sidewalks.

☐ **Lighting Plan**

If applicable, show any existing and proposed lighting, its location and intensity. Submit the manufacturer's specification sheets and include proposed material, color, finish, and dimensions of any new light fixtures. All electrical signs labeled by an approved testing laboratory.

☐ **Landscape Plan**

If applicable, show a separate landscape plan with existing and proposed plant material including common plant names, plant size, and location. Ground signs must show proposed landscaping to screen the base of the sign. Low shrubs or dense ground cover is required to conceal non-decorative lighting fixtures. Irrigation plans shall be included where applicable.

☐ **Outdoor Vending Machine Details**

If applicable, indicate exterior dimensions of each vending machine and the dimensions of each sign and logo. Indicate the proposed colors and materials on the plans. Provide the actual color chips proposed with the brand name. Include a scaled elevation showing proposed screening from public view.

SUPPORTING MATERIALS

Supporting Materials are required on some sign applications, based on the review requested.

☐ **Color and Material Samples**

All sign applications must include either the manufacturer's color paint chips including the manufacturer's name, color name (if any), and paint code number. For custom colors, provide the custom paint on a chip and a corresponding match of a standard ink color (e.g., Pantone 16-1328 Sandstone). Color copies or color computer printouts are unacceptable for color approvals. If digital-printed vinyl signs are proposed, then a sample of the printed vinyl sign, showing all colors is required. Other material samples may also be required.

☐ **Exception Letter**

If applicable, exception requests must be accompanied by a letter describing the specific ordinance sections which the applicant desires to have waived. In addition, describe the justification, benefits, or alternative designs that were explored to support the grounds for the exception. See the Sign Ordinance SBMC§ [22.70.070.B](#) for the grounds for the exception.

SIGN PROGRAM REQUIREMENTS

In addition to the submittal requirements listed above, provide the following information for all Sign Program applications. Skip this section if no request for a Sign Program is being made.

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Site Plan

A sign program site plan will include the entire parcel or parcels in the complex and all building footprints in the complex. Identify each tenant space by address or unit/suite number. Label the main building entrance and all other entrances for each tenant space. Include the linear frontage dimension of the building at the main entrance, and each tenant space, and the maximum allowed sign area for each tenant space. Identify all proposed locations for signs, showing how they relate to the entrances and streets.

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Elevations

Include all sign location options for each tenant space. Identify the maximum sign area allowed for each tenant space. Show the maximum letter height allowed for major and minor tenants.

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Sign Examples

Provide examples of the types of signs allowed for the Sign Program in plan and elevation. Include details of the bracket or mounting method for wall, hanging, and projecting signs. When proposed, provide details of lighting fixtures or electrical lighting plans, ground sign foundations, landscape plans, and outdoor vending machines.

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Specifications Table

Provide a specifications table listing the following information for each tenant space. When designing your sign program, be sure to read the City's [Sign Review Guidelines](#) regarding the use of custom logos and registered trademarks and don't forget to include any directory signs.

- | | |
|---------------------------|---|
| • Number of signs allowed | • Dimensions |
| • Sign area maximum | • Letter height, plaque size, and thickness |
| • Letter height maximum | • Bracket style |
| • Letter style | • Mounting method |
| • Colors and finishes | • Lighting |
| • Materials | |

1 SIGN APPLICATION FORM

RECORD INFORMATION

Submittal Date:

SGN RECORD #:

PROPERTY INFORMATION

Project Address:

ZIP:

Assessor Parcel Number (APN):

Zone:

APPLICATION TYPE (Select One)

- | | |
|--|---|
| <input type="checkbox"/> New Sign | <input type="checkbox"/> Alter Existing Sign |
| <input type="checkbox"/> New Sign Program (4+ tenants) | <input type="checkbox"/> Face Change Only |
| <input type="checkbox"/> New Outdoor Vending Machine | <input type="checkbox"/> Relocate Existing Sign to New Location |
| <input type="checkbox"/> Remove/Replace Existing Sign | <input type="checkbox"/> Other: |

BUILDING & SITE INFORMATION

Existing Land Use: ☐ Residential ☐ Office ☐ Commercial/Industrial ☐ Other

Business is Located on the: ☐ Ground Floor ☐ Upper Floor

Number of Tenants/Units on Site: _____ Dominant Building Frontage*: _____ Linear Feet
**Street frontage at main point of entry for business*

SIGN INFORMATION

Lettering or font name and style: _____

Is letter height 12-inches or less? ☐ YES ☐ NO

Does a Sign Program exist for building or complex? ☐ YES ☐ NO ☐ PROPOSED

Maximum Allowable Sign Area for this building/tenant/use: _____ Square Feet

Is an "Exception" requested for the proposed sign project? ☐ YES ☐ NO

BUSINESS OWNER'S INFORMATION

Business Name to Appear on Sign:

Owner Name:

Email:

Owner Address:

Phone:

APPLICANT'S INFORMATION ☐ Same as Above

Name:

Company:

Address:

ZIP:

Email:

Phone:

PROJECT DESCRIPTION

Provide a brief summary of the proposed project and describe any exceptions requested.

SIGN STATISTICS TABLES

Provide project statistics on all existing and proposed signs. Per SBMC 22.70.050, any illegal signs installed on the premises must be legalized, removed, or included in the current SGN application. Make sure the numbering and lettering labels on your plans and photos correspond with the table below.

EXISTING SIGNS (include only permitted signs that are to remain on site unaltered):

	SIGN TYPE <i>wall, ground, etc.</i>	MATERIALS <i>wood, vinyl, etc.</i>	ILLUMINATED <i>internal/external</i>	LETTERING <i>height in inches</i>	SIGN SIZE <i>dimensions</i>	SIGN AREA <i>square feet</i>
1.						
2.						
3.						
4.						
5.						
Existing Sign Area TOTAL:						

PROPOSED SIGNS (include any unpermitted signs, or existing signs to be altered):

	SIGN TYPE <i>wall, ground, etc.</i>	MATERIALS <i>wood, vinyl, etc.</i>	ILLUMINATED <i>internal/external</i>	LETTERING <i>height in inches</i>	SIGN SIZE <i>dimensions</i>	SIGN AREA <i>square feet</i>
A.						
B.						
C.						
D.						
E.						
Proposed Sign Area TOTAL:						
GRAND TOTAL EXISTING + PROPOSED SIGN AREA:						

2 “EL PUEBLO VIEJO” QUESTIONNAIRE

If the project site is located in or adjacent to El Pueblo Viejo (EPV) Landmark District, review the Sign Review Guidelines and Sign Ordinance specific to the area and complete the questionnaire below. Projects not in or adjacent to the area may skip this section. To see the area boundaries, use: [MAPS](#)

Site is located in or adjacent to El Pueblo Viejo?

☐

YES

☐

NO

SCREENING QUESTIONS

1. **General.** Is the sign consistent with EPV architectural styles (SBMC §22.22.104)? ☐ YES ☐ NO
 - Use of traditional materials? ☐ YES ☐ NO
 - Traditional typeface/lettering? ☐ YES ☐ NO
 - Colors appropriate to EPV (off-whites and off-blacks, and all matte finishes)? ☐ YES ☐ NO
2. **Lighting & Landscaping.** Is lighting or landscaping proposed for the sign? ☐ YES ☐ NO
 - Is lighting decorative and historical in character, or hidden from view? ☐ YES ☐ NO ☐ N/A
 - Is the sign back-lit? ☐ YES ☐ NO ☐ N/A
 - Are low shrubs or dense ground cover concealing non-decorative lighting fixtures, or base of ground sign? ☐ YES ☐ NO ☐ N/A
 - Does new landscaping conform to EPV Guidelines List of Preferred Plants? ☐ YES ☐ NO ☐ N/A
3. **Logos & Lettering.** Is the logo or lettering consistent with EPV architectural styles? ☐ YES ☐ NO
 - Is letter height 10-inches or less? ☐ YES ☐ NO
4. **Sign Materials.** Do the proposed sign materials conform to EPV guidelines? ☐ YES ☐ NO
5. **Desirable Methods.** Indicate if any of these materials or methods are proposed (*check all that apply*):

<input type="checkbox"/> Smooth wood trimmed with moldings of historically based design and lettering	<input type="checkbox"/> Rough sawn wood or wrought iron with painted or stained backgrounds and lettering
<input type="checkbox"/> Use of Spanish terminology and 16th to 19th century graphic modes in the design	<input type="checkbox"/> Flush or inset-mounted tile or stone
<input type="checkbox"/> Use of symbols or three-dimensional forms	<input type="checkbox"/> Wood cutouts, wrought iron, or other metal silhouettes further identifying the business
<input type="checkbox"/> Incorporates an inventive representation of the use, name, or logo of the structure	<input type="checkbox"/> Glass materials
<input type="checkbox"/> Sign painted directly on the building	<input type="checkbox"/> Projecting sign with wrought iron bracket

3 APPLICANT’S AFFIDAVIT

Under penalty of perjury the following declarations are made:

- a. The undersigned is the owner or authorized agent of the business owner of this property.
- b. The information presented is true and correct to the best of my knowledge.
- c. **Limits on Approval.** I understand that a sign permit does not constitute authorization of a land use, change of use, or any other alteration to buildings or structures requiring another City permit or approval. If signs are not installed or placed as shown on the approved plans within six months after the date of approval, the approval will automatically become null and void.
- d. **Public Record.** I understand that any information provided becomes part of the public record and can be made available to the public for review and posted to City websites.
- e. **Owner/Agent Authorization on Sign Programs.** If the project includes a Sign Program request, both the Property Owner and Applicant must sign this affidavit. By signing this affidavit, the Property Owner authorizes the Applicant listed in this application to act as the Property Owner’s agent on all matters before the City of Santa Barbara Community Development Department pertaining to sign permits on this property.

APPLICANT:

Applicant’s Signature

Date

Applicant’s Name (printed)

Title (Architect, etc.)

Property Owner signature required for sign programs only:

PROPERTY OWNER:

Owner’s Signature

Date

Owner’s Name (printed)