

**CITY OF IONE**  
**IONE, CA 95640**



## **PLANNING COMMISSION**

*Amber Hoiska, Chairman*

*Joe Wylie, Vice Chairman*

*Karen Huss, Commissioner*

*Mark Gebhardt, Commissioner*

*Michael Politi, Commissioner*

**Tuesday, February 13, 2024**

**Ione City Hall**

**1 E. Main Street, Ione, CA 95640**

**City Council Chambers**

**6:00 PM**

**THIS MEETING WILL BE AVAILABLE VIA ZOOM:**

Join Zoom Meeting

<https://zoom.us/j/2351961316?pwd=d3lWTW0zbVJLbPQNXBDQWtpZkRyUT09>

Meeting ID: 235 196 1316

Passcode: 95640

**PLEASE LIMIT PUBLIC COMMENT/TESTIMONY TO FOUR MINUTES**

**California Government Code Section 54954.3**

The Ione Planning Commission welcomes, appreciates, and encourages participation in their Meeting. The Planning Commission reserves the right to reasonably limit the total time for public comment on any particular noticed agenda item as it may deem necessary.

Full staff reports and associated documents are available for public review at the Office of the City Clerk, City Hall, 1 E. Main Street, Ione, CA. Hard copies may be obtained for \$3.60 for pages 1-5 and \$.45 for each additional page. Documents that are not available when the agenda is posted will be made available for public review at the meeting.

## **AGENDA**

**A. CALL TO ORDER**

**B. PLEDGE OF ALLEGIANCE**

**C. ROLL CALL**

**D. APPROVAL OF AGENDA**

**E. PUBLIC COMMENT**



EACH SPEAKER IS LIMITED TO 4 MINUTES.

*NOTE: This is the time for members of the public who wish to be heard on matters that do not appear on the Agenda. Persons may address the Planning Commission at this time on any subject within the jurisdiction of the Planning Commission.*

*Please be mindful of the **4 minute time limit per person**. Pursuant to the Brown Act, the Planning Commission may not take action or engage in a detailed discussion on an item that does not appear on the Agenda. However, matters that **require Commission action** will be referred to staff for a report and/or recommendation for possible action at a future Commission meeting. Is there anyone in the audience who wishes to address the Commission at this time?*

**F. PRESENTATIONS/ANNOUNCEMENTS:** None

**G. CONSENT AGENDA:**

1. December 12, 2023 Planning Commission Meeting Minutes  
*Recommendation: Approve Minutes from December 12, 2023*

**H. REGULAR AGENDA**

1. Sign Ordinance  
*Recommendation: Review the Sign Ordinance and provide direction to staff on implementation options.*

**I. COMMISSION MEMBER REPORTS**

**J. ADJOURNMENT TO MARCH 12, 2024**

**ADA COMPLIANCE STATEMENT**

In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please contact City Clerk, Janice Traverso at 209-274-2412. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

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**PLANNING COMMISSION MEETING MINUTES**  
**December 12, 2023**

**Chairman Hoiska called the Planning Commission Meeting to order at 6:00 PM and led the Pledge of Allegiance.**

**A. ROLL CALL:**

Present:

Mark Gebhardt, Commissioner  
Michael Politi, Commissioner  
Joe Wylie, Vice Chairman  
Karen Huss, Commissioner  
Amber Hoiska, Chairman

Absent: None

Staff: Susan Peters, Contract Planner

Kasey Guevara, Administrative Analyst

**B. APPROVAL OF AGENDA**

It was moved by Commissioner Huss, seconded by Commissioner Gebhardt to approve the December 12, 2023 the agenda.

**AYES:** Wylie, Gebhardt, Politi, Huss, Hoiska

**NOES:** None

**ABSENT:** None

**ABSTAIN:** None

**C. PRESENTATIONS/ANNOUNCEMENTS:** None

**D. PUBLIC COMMENT:** None

**E. CONSENT CALENDAR:**

October 10, 2023 Planning Commission Meeting Minutes were approved. It was moved by Commissioner Gebhardt and seconded by Commission Politi

**AYES:** Wylie, Gebhardt, Politi, Huss

**NOES:** None

**ABSENT:** None

**ABSTAIN:** Hoiska

**F. PUBLIC HEARING:** None

**G. REGULAR AGENDA:**

Downtown Plan – Implementation Options

*Recommendation: Review the City of Ione Downtown Plan originally adopted November 6, 2012 and provide direction to staff on implementation options.*

Susan Peters: Introduced the downtown plan that was originally adopted in 2012.

- Gave an overview of the components in the downtown plan;

- Explained how the standards were linked to zoning section in the municipal code;
- Reviewed the vision and implementation plans that include:
  - Embracing Sutter Creek, distinguish between Main St and Jackson St corridors, utilize opportunity sites and make improvements to the public right-of-way.
- Found that that the document was still relatively relevant but some things that could be done to improve it;
- Discussed how implementation measures have been completed but many have not-probably due to expense;
- Reviewed implantation options the Commission may want the Council to consider including:
  - Transient Occupancy Tax (TOT) which would go directly into the City's General fund.
  - Amendments to the existing sign ordinance in the Municipal Code 17.10.030-17.10.040 and creating a developer friendly sign brochure that outlines that standards and provides examples. Some things what could be done to improve signage downtown. Sign ordinance is flexible in the municipal code.
  - Amend the historic overlay district standards in Municipal Code section 17.28.020 to create a design review committee.

Discussed how the Housing Element had a section about projects going to the planning commission, particularly if they're residential which would be a constraint that HCD would frown upon. She also described some of the benefits for a design review committee stating they can be more applicant friendly. She then requested feedback from the commission and the public on the downtown plan.

Commissioner Politi: Addressed signs first. She is a believer in creative business signs and believes it should be something on a one-to-one basis.

Susan Peters: Responds that there is no size limitation on signs for example:

- Going to want a little bit smaller of signs in the downtown area vs something like a shopping center;
- Sizing is standards she is discussing, not how the sign looks or the design of it.

Discussion Continues on sign design.

Commissioner Politi gave a hypothetical example of if Hook'd put a large sign mural on one of their walls.

Commissioner Gebhardt: Stated that he thought the commission went through the sign code years ago and thought they now have specific size limits.

- When reviewing the sign ordinance, noticed at the time that there was no limit to the size of a mural in reference to what commissioner Politi was discussing;
- Reiterated that he thought the commission had already discussed signage sizing and settled on some very specific parameters;

Discussion on there being different sections in the sign code that reflect those specifics on size compared to the ones mentioned in the staff report.

- Limited to Sq footage

Susan Peters: Mentioned that enforcement can be discussed as well.

Commissioner Hoiska: Brought up enforcement of sign standards outside of the downtown plan. Asked what is the vehicle for enforcement, who is doing it, etc.

Susan Peters: Stated she found the section the commission was referring to and will look at it in a little more detail but confirms with the commission that what is currently in place regarding the existing sign ordinance is sufficient.

Commissioner Hoiska: Mentioned she likes the idea of a developer friendly sign brochure

- Benefits of having a sign brochure are discussed

Discussion moved to the Design Review Committee:

Commissioner Gebhardt: Expressed that he may need some convincing on this item since he does not consider it too arduous to present in front of the planning commission. He is reluctant to take something away from the committee. Reiterates that he does not see it as an issue for applicants to come before the planning commission.

Susan Peters: Stated the benefits of using a design review committee compared to ministerial approval. Examples given include projects being more public, better reflects the public and five individuals deciding instead of one. Discussed how design review committees can be structured.

Commissioner Politi: Expressed agreement with Commissioner Gebhardt that design review should be kept under the planning commission.

- Susan Peters: Discussed how design review committees are a little more flexible - contractors more available, setup is closer to that of a workshop and less like a hearing and less intimidating. Peters understood where the commission is coming from and how they have built good rapport in the past. Discussed having worked with and on design review committees for Sutter Creek and Jackson

Commissioner Hoiska: Agreed with fellow commissioners and thinks that cart is being put before the horse because consequences following the design items have not been established yet. General discussion on residential development in the downtown area and design review committee

Commissioner Hoiska expresses interest in further reviewing the sign ordinance and TOT tax but does not believe a design review committee is necessary at this time.

Susan Peters: reconfirms direction from the Commission:

- Continue to work with management staff on the TOT tax
- Potential funding for façade improvement and bring back an outline of a façade improvement program to the planning commission:  
Can bring back TOT revenue to next meeting and a framework for a façade improvement program

Chairman Hoiska asked if the Commission can get the last five years of TOT revenue

Chairman Hoiska expressed that façade maintenance should be the responsibility of the owner and it's an enforcement issue.

Susan Peters responded saying that there is a lot of work in façade improvement that goes beyond things like paint and some of the projects can be pretty pricey.

Commissioner Gebhardt: Stated there was a grant a few years ago that provided quite a bit of money for refreshing store fronts.

Susan Peters: Stated she will look into the past grant program and get information on what the city has to work with in terms of TOT and look at what the city has been doing in terms of enforcement of the development plan.

Commissioner Gebhardt states that a couple of years ago the City banned short-term rentals outright except for the downtown area.

Susan Peters responded that she will look into it and reiterated that the Commission wants to keep design review under their domain, look at the sign ordinance and if there are any potential changes that needed to be made to it, work on doing a sign brochure that's applicant friendly.

General discussion on parking issues downtown and Commissioner Gebhardt discusses the desire for a realistic parking study.

Susan Peters: Stated there are some suggestions on parking in the downtown plan and that she will look into it further.

General discussion moved to the bypass project and enforcement or current traffic flow.

Susan Peters: Stated she will follow-up with the City Engineer regarding the bypass study.

General discussion back to sign ordinance and creating one that has some flexibility.

**PUBLIC COMMENT:**

Gary Thomas: Made the following comments:

- Stated the City had a grant for signage around 2004/2005;
- Commissioners at the time were all over the place in terms of what should be allowed for signage;
- Variance allowed for the feed store a few years;
- Never had full buy-in from merchants for the grant;
- If going for grants, maybe have a grant writer that could make suggestions for getting grants for signage and downtown Ione; Discussed some of the history of the bypass.

Larry Rhoades: Commented that no one was notified about the bypass study and that's totally illegal.

Andy Aguilera: Made the following comments:

- A lot of Airbnbs still in the City;
- clarified with the Commission that a ban on short-term rentals it went through and that there weren't supposed to be any in Ione. They responded that it did pass.
- Discussed TOT tracking issues in the City.

**H. ADJOURNMENT:**

Chairman Hoiska adjourned the meeting

Respectfully submitted,

Kasey Guevara, Administrative Analyst



**CITY OF IONE**  
**IONE, CA 95640**

## **Agenda Item #H1**

**DATE: FEBRUARY 13, 2024**

**TO: PLANNING COMMISSION**

**FROM: SUSAN M. PETERS, CONTRACT PLANNER**

**SUBJECT: SIGN ORDINANCE IMPLEMENTATION**

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### **RECOMMENDATION**

Review the options for implementation of the City's sign regulations and provide direction to staff.

### **BACKGROUND**

At the December 12, 2023 meeting, the Planning Commission reviewed the City of Ione Downtown Plan that was adopted in 2012. One of the topics of discussion during the Plan review was implementation of the City's existing sign regulations. The consensus of the Planning Commissioners was to place on a future agenda review of Municipal Code Sections 17.10.035 Creative Sign Program and 17.42 Signs on Private Property for adequacy and implementation and enforcement options.

### **DISCUSSION**

The objective of sign regulations is to create a framework that balances the interests of property owners, sign owners, neighboring property owners and the citizens of the community. Issues to address while achieving an objective balance include: aesthetics, traffic safety, protection and promotion of special areas (the downtown), and prevention of clutter or blight.

The purpose of this agenda item is to review the current regulations to determine if the objectives are being met and if not, what measures should the Commissioners recommend to the City Council to resolve the issues. Potential issues include non-conforming signs and sign clutter, and potential solutions include changes to the sign regulations, a sign clutter brochure, updated sign permit applications to provide additional information, and a robust sign enforcement program. Attached to this memo for further discussion are the following documents:

- Municipal Code Section 17.10.035 Creative Sign Program;
- Municipal Code Chapter 17.42.010 Signs on Private Property;
- Sample sign applications from other jurisdictions; and
- Sample sign clutter brochure from City of Jackson.

With Planning Commission direction, staff will prepare the preferred implementation and enforcement documents and present them at a future Planning Commission meeting.



17.10.035 - Creative sign program.

- A. Purpose. The purpose of a creative sign program is to provide a process for property owners and businesses to propose, and the city to consider, special deviations from the regulations for on-site permanent signs provided in this title under certain limited circumstances. The creative sign program also provides a process for the city to review special signage types prior to issuance of a sign permit. The intent of the creative sign program is to:
  - 1. Encourage signs of unique design that exhibit a high degree of imagination, inventiveness, spirit, and thoughtfulness; and
  - 2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the city, while mitigating the impacts of large or unusually designed signs.
- B. Applicability. An applicant may request approval of a creative sign program in order to allow a sign that may require standards that differ from the signage provisions of this title, but comply with the purpose and findings for creative sign program. Establishments that are eligible for creative sign programs include any commercial, office, or industrial use in the city and specifically include any such use within the historic (H) overlay district.
- C. Approving authority and procedures.
  - 1. The city planner, or his or her designee, shall be the designated approving authority for creative sign programs.
  - 2. Multiple signs. One creative sign program application may be submitted for multiple signs, provided all signs are on the same property and/or as part of the same tenant. In such instances, the application may be granted in whole or in part, with separate decisions as to each proposed sign. When an application is denied in whole or in part, a written notice shall specify the ground(s) for such denial.
  - 3. Public hearing. No public hearing shall be required for a creative sign program, except as set forth below:
    - a. Notice of the filing of an application for a creative sign program shall be mailed to persons owning property within 300 feet of the project site and posted on the property where the sign or signs are proposed to be located. The mailed notice of application shall advise persons that plans for the project are available for public review at city hall. The notice shall also indicate that the approving authority will take final action on the application unless a written request for hearing is received by the city planning department on or before the date specified in the notice, which shall be at least ten working days from the date of mailing.
    - b.

If no timely written request for hearing is filed, the application shall be administratively approved by the approving authority if it is deemed to be consistent with the deviations and considerations for creative sign programs.

- c. If a timely written request for hearing is filed, the application shall no longer be administratively processed and shall instead be decided at a public hearing of the planning commission.
  - d. Notwithstanding the foregoing, the approving authority may elevate any project to a planning commission decision if, in the opinion of the approving authority, such project is not in substantial conformance with the intent of the creative sign program, or if the approving authority determines that the location, size, or design of the project warrants a hearing before the planning commission.
4. Revocation or cancellation. The city planner shall revoke any creative sign program upon refusal by the permit holder to comply with the provisions of the creative sign program after written notice of noncompliance and at least 30 days opportunity to correct. In the event that the sign, by nature of its physical condition, poses an imminent or significant threat to public safety, the city planner shall revoke the creative sign program and order immediate correction of the safety hazard.

D. Submittal requirements.

- 1. Timing. An application for a creative sign program shall be submitted to the city planning department prior to submittal of an application for a sign permit.
- 2. Application contents. The application for creative sign program shall be made on a form as prescribed by the city planning department and shall be accompanied by the information identified on the form. The information shall include, but is not limited to, the following:
  - a. The name, address, contact information, and signature of the applicant, as well as the name, address, and contact information for the contractor or installer and property owner. If the applicant is someone other than the sign owner, then the sign owner's signature is also required on the application form;
  - b. Proof of consent of the property owner or other person(s) having the immediate right to possession and control of the property;
  - c. Preliminary information indicating how the sign will be constructed and/or mounted to a building or structure;
  - d. Location, size, structure, and other descriptive information required by the city planning department; and
  - e. Such other information as the city planning department may reasonably request to determine that the proposed application is in full compliance with the provisions of this title, the City Code, and other applicable law. The message proposed to be displayed on

the sign is not required, but may be shown at the option of the applicant.

- E. Deviations allowed. The following types of deviations from the signage standards of this title may be requested by the applicant for a creative sign program and may, upon written findings, be approved by the approving authority:
  - 1. Increases in maximum allowed area for permanent signs on the subject site;
  - 2. Allowances for types of lighting not otherwise permitted by this title;
  - 3. Allowances for types of signs not specifically permitted by this title; and
  - 4. Allowances for signs to exceed the maximum height requirement(s).
- F. Considerations and basis for deviations. In approving an application for a creative sign program and any deviations from the signage standards of this title, the designated approving authority shall ensure that the proposed sign meets the following criteria:
  - 1. Design quality. The sign shall:
    - a. Have a positive visual impact on the surrounding area;
    - b. Be of unique design and exhibit a high degree of imagination, inventiveness, spirit, and thoughtfulness; and
    - c. Provide strong graphic character through the imaginative use of color, graphics, proportion, quality materials, scale, and texture.
  - 2. Contextual criteria. The sign shall contain at least one of the following elements:
    - a. Classic historic design style;
    - b. Creative image reflecting current or historic character of the city; or
    - c. Inventive representation of the logo, name, or use of the structure or business.
  - 3. Architectural criteria. The sign shall:
    - a. Utilize or enhance the architectural elements of the building; and
    - b. Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features and details of the facade.
  - 4. Impacts on surrounding uses. The sign shall be located and designed not to cause light and glare impacts on surrounding uses, especially residential uses.
- G. Findings. A creative sign program shall be granted only when the designated approving authority makes all of the following findings:
  - 1. The proposed creative sign program is consistent with the objectives of the general plan;
  - 2. The proposed signage is consistent with the purposes of the creative sign program; and
  - 3. The proposed deviations from the signage standards of this title are consistent with the considerations and basis for deviations listed in this title.

This chapter establishes regulations for signs within the city for the purposes of safeguarding and protecting the public health, safety, and welfare through appropriate prohibitions. The city recognizes that signs and other graphics are an essential element of a community's visual appearance and provide a means to identify and promote businesses and are an important element in creating safer public streets and highways. Consequently, the purpose of this chapter is to provide sign regulations that are consistent with the goals and objectives of the city's general plan and the community's visual and aesthetic goals. In addition, these regulations are intended to:

- A. Promote an economically stable and visually attractive community and insure that the special character and image the city is striving for can be attained;
- B. Promote signs and graphics that are attractive, pleasing and harmonized with the physical character of the environment and surrounding properties, while serving the advertising needs of the business community;
- C. Promote traffic safety and the smooth and efficient flow of pedestrians and vehicles to their destinations; and
- D. Direct persons to various activities and enterprises, in order to provide for maximum public convenience.

(Ord. No. 423, § 2, 4-21-2009)



## COMMUNITY DEVELOPMENT DEPARTMENT | Planning Division

401 Grove Street, Healdsburg, CA 95448-4723

Phone: (707) 431-3346 | Email: [planning@healdsburg.gov](mailto:planning@healdsburg.gov) | Website: [www.healdsburg.gov](http://www.healdsburg.gov)

### Downtown Directional Sign Application Form

Refer to the Downtown Directional Sign Program Sign Criteria and Application Requirements prior to submitting an application (see following pages 3-4). A fee is due at time of application (see Master Fee Schedule or contact the Community Development Department at 707-431-3346)

#### Business Information

Business Name	
Type of Business	
Address of Business	

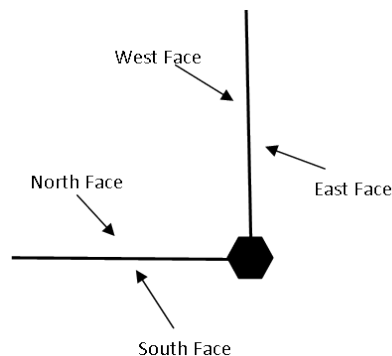
#### Contact Information

Contact Person	
Mailing Address	
E-mail Address	
Sign company name	

#### Requested Sign Location

Using the map of numbered directional sign posts (see page 2), indicate which sign post you wish to locate your sign on and the sign face direction

Sign Location Number				
Sign Face (e.g., north, east)				

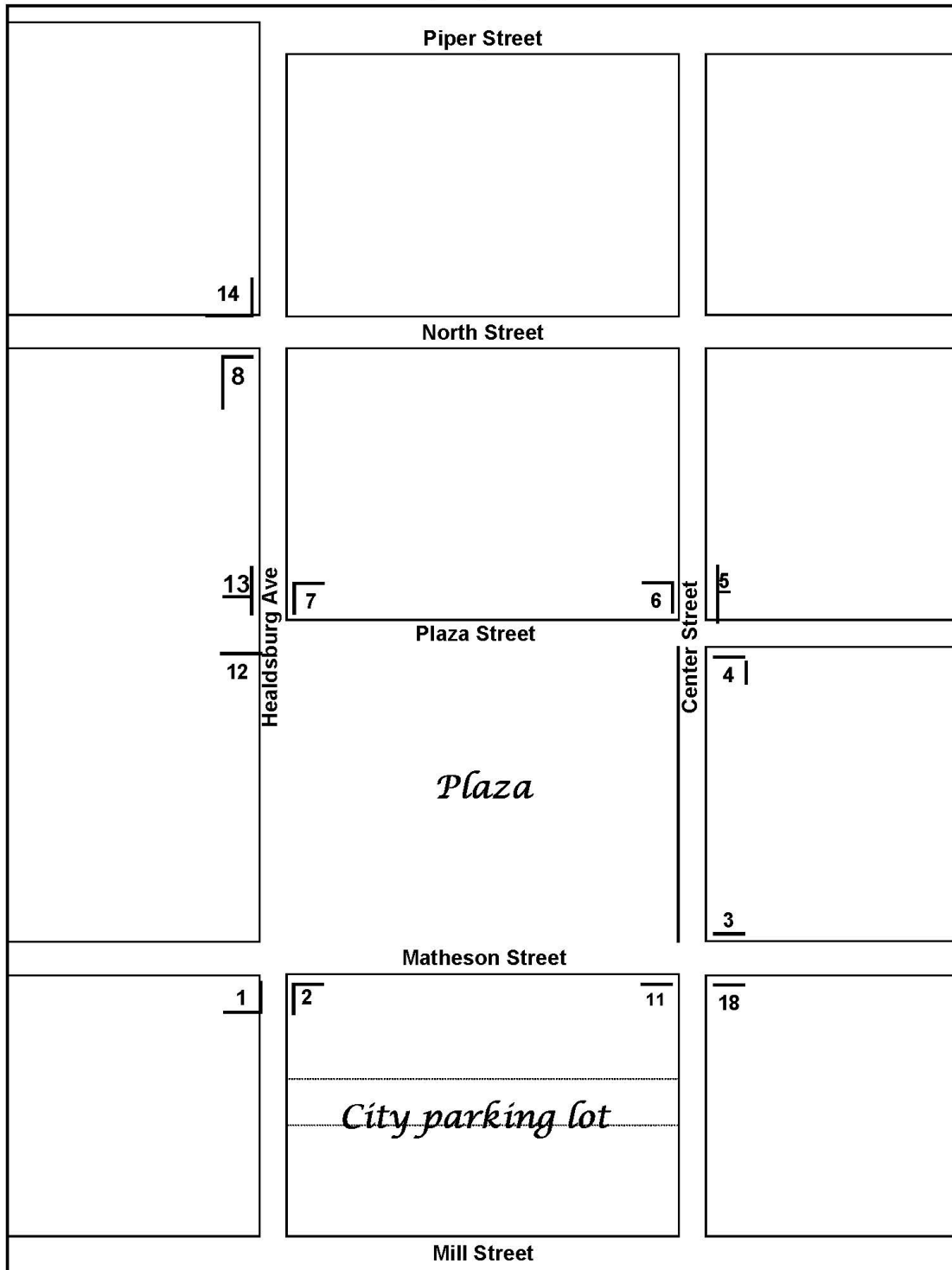


Contact City of Healdsburg Community Development Department at 707-431-3346 for more information.

#### City Use Only

Date Received	_____	Action Taken	_____	Action Date	_____	Reviewers Initials	_____
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### Directory Sign Locations



## **Downtown Directional Sign Program**

### **Sign Criteria and Application Requirements**

The Downtown Directional Sign Program is intended to enhance visitors' awareness of businesses in the Downtown Business District that may be of interest and provide general directions to them.

#### **Eligibility Criteria**

The following criteria are used in reviewing downtown directional sign applications:

- The business must be within the Downtown Business District or be a destination of general interest outside the business district to encourage exploration (i.e., historic points of interest, public facilities).

Downtown directional signs may be approved for any type of business wishing to participate in the program.

#### **Design Criteria**

- Each sign shall be designed to prominently display the business name with a descriptive line identifying products or services (e.g., art, wine tasting, clothing) that is clearly subordinate to the business name.
- The sign may not serve as off-site advertisement of products or services. Phone numbers and websites may not be located on the sign.
- Each sign shall include a directional arrow oriented towards the location of the business. The inclusion of an address is encouraged, especially when the business is not located on the same block as the sign.
- The sign shall measure 7 by 17.5 inches and be fabricated from .08 gauge aluminum. Four corner drill holes shall be included.

#### **Application Process**

- A completed application form shall be accompanied by a color depiction of the sign. Applicants are responsible for their sign's design. Two local sign companies are familiar with the signs and the City's criteria: Healdsburg Signs (433-7446) and Bob's Signs (433-2008).
- There is a processing fee (contact Planning Division staff for the current fee schedule) for the sign application and design review, which covers up to 4 signs.
- The Community Development Director or his/her designee shall review applications with 10 working days of their receipt. The Director's action may be appealed subject to the provisions contained in the City's Land Use Code. Applications that are incomplete will be returned to the applicant.
- Your application will be placed on a waiting list if no spaces are available on the requested sign post when you apply.

#### **Installation**

- Once approved, the sign may be installed provided that the City (a) receives proof that the installer has a valid business license and (b) the installer has retained the required insurance to complete this work.
- All signs shall be installed within 30 days of the City's approval, unless an extension is granted by the City at the request of the applicant.
- Signs installed without City approval are subject to removal and the business owner will be advised within three (3) days of such removal and the location to pick up the sign.



**Community Development Department**  
11 English Street  
Petaluma, CA 94952  
<http://cityofpetaluma.org>

Building Division  
Phone: (707) 778-4301  
To schedule inspections: (707) 778-4479  
Email: [building@cityofpetaluma.org](mailto:building@cityofpetaluma.org)

Online Permit Portal Link: <https://petalumaca-energovweb.tylerhost.net/apps/SelfService#/home>

**SIGN CHECKLIST AND INVENTORY**  
**PLEASE COMPLETE THIS FORM FOR EACH SIGN:**

1. Type of sign: (circle one that best describes)

- A. Wall  
B. Projecting  
C. Freestanding  
D. Roof  
E. Other (please describe)

\_\_\_\_\_

2. Building frontage:

- A. Total frontage of building in feet: \_\_\_\_\_  
B. If corner lot: secondary frontage in feet: \_\_\_\_\_  
C. How will the sign be attached? (brief description)  
\_\_\_\_\_

3. Sign description:

- A. What is the total square footage of the PROPOSED sign: \_\_\_\_\_  
B. Sign face(s) (circle one that best describes):  
1. Single  
2. Double  
C. Illumination: (circle one)  
1. Internal  
2. External  
3. Not illuminated  
D. Approximate weight on sign (lbs.): \_\_\_\_\_  
E. D = Depth of sign: \_\_\_\_\_  
F. H = Height of sign: \_\_\_\_\_  
G. L = Length of sign: \_\_\_\_\_



- H. Color of sign:  
1. Copy color: \_\_\_\_\_  
2. Background color: \_\_\_\_\_

4. If projecting sign, answer the following questions:

- A. Projecting into the right-of-way HORIZONTAL in feet: \_\_\_\_\_  
B. Projecting into the right-of-way VERTICAL in feet: \_\_\_\_\_

5. If freestanding sign give following distances (that are applicable):

- A. From building: \_\_\_\_\_  
B. From sidewalk: \_\_\_\_\_  
C. From face of curb: \_\_\_\_\_  
D. From property line: \_\_\_\_\_

6. What is the total square footage of any **EXISTING** sign(s) on the property, including **ALL** tenant signs?  
\_\_\_\_\_

7. What will be the new combined square footage of **ALL** signs on the property?  
\_\_\_\_\_

8. Is this property in a designated historic district? Select one:  
\_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please see historic guidelines for the applicable district:  
A Street Historic District, Oakhill Brewster Historic District  
Historic Commercial District

**ITEMS NEEDED FOR SIGN PERMIT APPLICATION:**

- COLOR** drawing of the plans and specifications including method of construction and attachment to the building or ground, and/or drawings appropriate for installation. Show locations of all PROPOSED and EXISTING sign(s) on plot plans or elevation drawings. Dimension from sign to property lines (free standing, pole mount).
- Submit Certificate of Compliance form NRCC-LTS-01-E, if applicable, showing how the sign meets the requirements of CEC sections 130.3(a) Sign Lighting Controls and 140.8 Sign Lighting Power.
- Written** consent of the owner of the building, structure, or land on which the sign is to be erected.
- Name of person, firm, corporation, or association erecting the sign. \_\_\_\_\_
- If Business is within a shopping center, please state the name of the center: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(same as signature at bottom of permit application)

Other pertinent information (i.e. sign copy):  
\_\_\_\_\_





City of Rocklin  
Planning Division  
3970 Rocklin Road  
Rocklin, California 95677  
Phone (916) 625-5160

## Sign Permit Application

*Submittal requirements: Submit this form (fully completed) with 3 sets of: 1) site plan showing applicable building/tenant frontage, exact location of all existing and new signs, 2) elevation of the building face or structure showing the exact location of signs, 3) sign drawing showing the materials, letter style, and exact dimensions of the sign, and 4) photograph of building frontage on which sign is to be affixed. See page 2 for example of submittal.*

Location of project (address) \_\_\_\_\_ Assessors Parcel # \_\_\_\_\_

Name of Project \_\_\_\_\_

Applicant/Contact \_\_\_\_\_ Phone (daytime) \_\_\_\_\_

Applicant's Address \_\_\_\_\_

Property Owner \_\_\_\_\_ Phone (daytime) \_\_\_\_\_

Property Owner's Address \_\_\_\_\_

### SIGN INFORMATION

\_\_\_\_\_ Temporary \_\_\_\_\_ Permanent Total sq. ft. proposed \_\_\_\_\_

Number of wall signs requested \_\_\_\_\_ Number of wall signs existing \_\_\_\_\_ Total sq. ft. existing \_\_\_\_\_

Number of freestanding signs requested \_\_\_\_\_ Number of freestanding signs existing \_\_\_\_\_ Total sq. ft. existing \_\_\_\_\_

Are any of the existing signs going to remain? \_\_\_\_\_ Yes \_\_\_\_\_ No Which? \_\_\_\_\_

### Type of Sign

(wall, freestanding, etc.)

### Description

### Illumination

_____	Height _____ Length _____ Sq. ft. _____	_____ Yes
	Material: Background _____ Letters _____	_____ No
	Color: Background _____ Letters _____	
_____	Height _____ Length _____ Sq. ft. _____	_____ Yes
	Material: Background _____ Letters _____	_____ No
	Color: Background _____ Letters _____	
_____	Height _____ Length _____ Sq. ft. _____	_____ Yes
	Material: Background _____ Letters _____	_____ No
	Color: Background _____ Letters _____	

I declare under penalty of perjury that I am the owner, lessee or contractor for the property involved in this application. I certify that all of the submitted information is true and correct to the best of my knowledge and belief.

Applicant's Signature \_\_\_\_\_

Date \_\_\_\_\_

### **\*FOR OFFICE USE ONLY\***

Received by \_\_\_\_\_ Date \_\_\_\_\_ Fees received \_\_\_\_\_

Application # \_\_\_\_\_ Approved by \_\_\_\_\_ Date \_\_\_\_\_ Receipt # \_\_\_\_\_

### Conditions

1) Building or Electrical Permit is required Yes \_\_\_\_\_ No \_\_\_\_\_

2) Temporary Signage Valid Dates: From: \_\_\_\_\_ To: \_\_\_\_\_

3) **TEMPORARY SIGNS SHALL HAVE THE PERMIT NUMBER LEGIBLY DISPLAYED ON THE SIGN FACE OR SIGN STRUCTURE - EASILY VISIBLE TO THE EYE FROM THE GROUND.**



City of Rocklin  
Planning Division  
3970 Rocklin Road  
Rocklin, California 95677  
Phone (916) 625-5160

## Sign Permit Application

*Submittal requirements: Submit this form (fully completed) with 3 sets of: 1) site plan showing applicable building/tenant frontage, exact location of all existing and new signs, 2) elevation of the building face or structure showing the exact location of signs, 3) sign drawing showing the materials, letter style, and exact dimensions of the sign, and 4) photograph of building frontage on which sign is to be affixed. See page 2 for example of submittal.*

Location of project (address) \_\_\_\_\_ Assessors Parcel # \_\_\_\_\_

Name of Project \_\_\_\_\_

Applicant/Contact \_\_\_\_\_ Phone (daytime) \_\_\_\_\_

Applicant's Address \_\_\_\_\_

Property Owner \_\_\_\_\_ Phone (daytime) \_\_\_\_\_

Property Owner's Address \_\_\_\_\_

### SIGN INFORMATION

\_\_\_\_\_ Temporary \_\_\_\_\_ Permanent Total sq. ft. proposed \_\_\_\_\_

Number of wall signs requested \_\_\_\_\_ Number of wall signs existing \_\_\_\_\_ Total sq. ft. existing \_\_\_\_\_

Number of freestanding signs requested \_\_\_\_\_ Number of freestanding signs existing \_\_\_\_\_ Total sq. ft. existing \_\_\_\_\_

Are any of the existing signs going to remain? \_\_\_\_\_ Yes \_\_\_\_\_ No Which? \_\_\_\_\_

### Type of Sign

(wall, freestanding, etc.)

### Description

### Illumination

_____	Height _____ Length _____	Sq. ft. _____	_____ Yes
	Material: Background _____	Letters _____	_____ No
	Color: Background _____	Letters _____	
_____	Height _____ Length _____	Sq. ft. _____	_____ Yes
	Material: Background _____	Letters _____	_____ No
	Color: Background _____	Letters _____	
_____	Height _____ Length _____	Sq. ft. _____	_____ Yes
	Material: Background _____	Letters _____	_____ No
	Color: Background _____	Letters _____	

I declare under penalty of perjury that I am the owner, lessee or contractor for the property involved in this application. I certify that all of the submitted information is true and correct to the best of my knowledge and belief.

Applicant's Signature \_\_\_\_\_

Date \_\_\_\_\_

### **\*FOR OFFICE USE ONLY\***

Received by \_\_\_\_\_ Date \_\_\_\_\_ Fees received \_\_\_\_\_

Application # \_\_\_\_\_ Approved by \_\_\_\_\_ Date \_\_\_\_\_ Receipt # \_\_\_\_\_

### Conditions

1) Building or Electrical Permit is required Yes \_\_\_\_\_ No \_\_\_\_\_

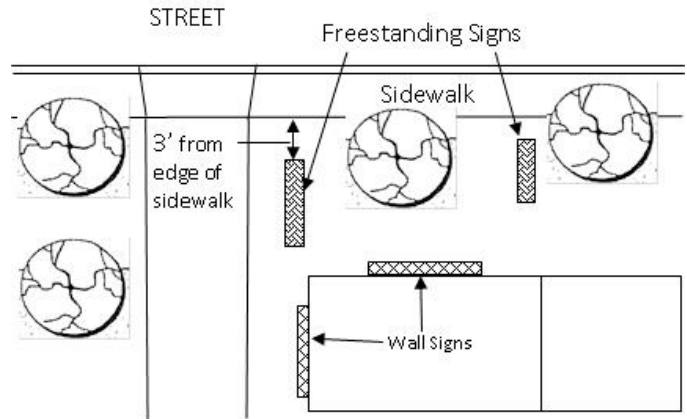
2) Temporary Signage Valid Dates: From: \_\_\_\_\_ To: \_\_\_\_\_

3) **TEMPORARY SIGNS SHALL HAVE THE PERMIT NUMBER LEGIBLY DISPLAYED ON THE SIGN FACE OR SIGN STRUCTURE (EASILY VISIBLY TO THE EYE FROM THE GROUND)**

## GUIDE FOR COMPLETING SIGN APPLICATION

### APPLICATION PROCESS

1. Complete the application form.
2. Submit 3 sets of plans. See examples on this page.
3. Submit applicable fee. (Check with Planning Division for fee amount)
4. Submit above items as one package.
5. City will approve or deny application with or without conditions.
6. Signs approvals may require separate Building Division approval, and may need separate fee and construction drawings. Check with the Building Division (625-5120)



### SITE PLAN

Freestanding sign must show location and accurate setback dimensions

### SIGN INFORMATION

☐ Temporary      ☒ Permanent      Total sq. ft. proposed 20 sq. ft.  
 Number of wall signs requested 1      Number of wall signs existing 0      Total sq. ft. existing 0  
 Number of freestanding signs requested                 Number of freestanding signs existing                 Total sq. ft. existing             
 Are any of the existing signs going to remain? Yes      ☒ No      Which? N/A

#### Type of Sign

(wall, freestanding, etc.)

#### Description

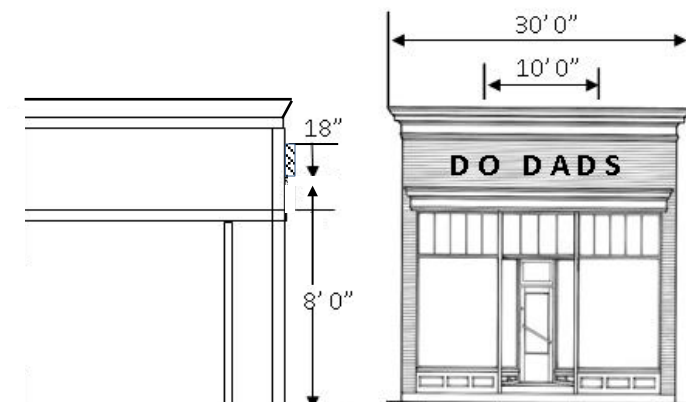
**Wall**      Height 18"      Length 10'  
                  Material: Background Stucco  
                  Color: Background White

**Freestanding**      Height 8'      Length 3' 2"  
                  Material: Background Stucco  
                  Color: Background Cream

#### Illumination

Sq. ft. 15      ☒ Yes  
 Letters Plexi      ☐ No  
 Letters Red

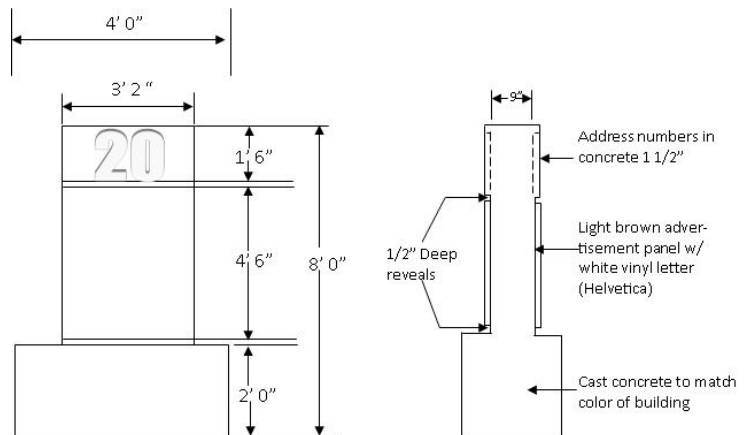
Sq. ft. 24      ☐ Yes  
 Letters Brass      ☒ No  
 Letters Shiny gold



Tenant Frontage

### ELEVATION

(Include one set of current photographs of all visible sides of business, including from street)



### DETAILED ELEVATION

(Include all dimensions as illustrated)



Community Development Department  
300 First Street  
Woodland CA 95695  
(530) 661-5820 [www.cityofwoodland.org](http://www.cityofwoodland.org)

## SIGN (DESIGN REVIEW REQUIREMENTS)

THIS HANDOUT IS A SUMMARY OF REQUIREMENTS

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**Prior to installation of any sign, a design review application must be submitted and approved by the community development department and a building permit from the building division is required.**

A Design Review Application is reviewed by the Community Development Department to determine conformance with the City's Sign Ordinance, Community Design Standards, applicable specific planning documents (i.e. Downtown Specific Plan, East Street District Specific Plan, etc.), and with applicable development specific Sign Programs and/or Conditions of Approval. After the Community Development Department has reviewed and approved the Design Review request, the information will be forwarded to the Building Division. A Building Permit is required for electrical and/or structural requirements as well as for inspections of the sign. Upon approval from the Community Development Department and the Building Division, a building division representative will contact the applicant when the Design Review approval letter and building permits are ready to be picked up.

### **APPLICATION SUBMITTAL REQUIREMENTS**

All applications must be completed as listed below, to the satisfaction of the Community Development Department before being accepted for processing.

- ☐ **General Application Form**
- ☐ **Required Processing Fee:** (Verify current fee with City Planning Staff)
  - Checks made payable to: City of Woodland
  - An additional Building Permit Application and 3 sets of plans will be needed for building plan check. Fees will be paid to the Building Division when permit is issued.
- ☐ **Name of Shopping Center, Subdivision or Project**
- ☐ **Name of Tenant**
- ☐ **Address where sign(s) is(are) to be placed and Vicinity Map (including project name and north arrow)**
- ☐ **Project Description\* (i.e. 3 wall signs, 1 monument sign, etc.)**
- ☐ **Color photograph of the project site and business**

- **Three (3) copies of a Sign Plan drawn to scale indicating:**
  - \_\_\_Dimensions of sign(s) – height, width, depth, etc.
  - \_\_\_Total area (sign square footage) – measurement shall be based on entire area within a single continuous perimeter composed of straight lines or curves which enclose the extreme limits of the message including all background or construction material
  - \_\_\_Materials and Colors
  - \_\_\_Type of Illumination proposed
- **Three (3) copies of a Site Plan drawn to scale indicating:**
  - \_\_\_Property lines, building location(s) and setbacks
  - \_\_\_Location of proposed and existing signs (if applicable)
  - \_\_\_Listing of type and square footage of all existing signs
  - \_\_\_Building and street dimensions and building and property entrances
  - \_\_\_Linear (feet) frontage of leased space or business
  - \_\_\_Location of adjacent buildings (if applicable)
  - \_\_\_Elevation at base of sign and adjacent street elevation
- **Three (3) copies of a Building Elevation Plan drawn to scale (wall signs only) indicating:**
  - \_\_\_Location of proposed and existing signs, labeling each elevation (east, west,...)
  - \_\_\_Dimensions of sign(s), building (height, width, linear frontage, etc.), and placement of sign on the building (i.e. distance from roof line, from the ground, etc.)
- **Three (3) copies of a footing detail, detail showing attachment to structure, an electrical detail, and engineering calculations (if applicable) and a completed Certificate of Compliance for Sign Lighting.**

## **SIGN TYPES**

- **Attention Getting Devices** – any flag, streamer, spinner, light, balloon, or similar device or ornamentation used for purposes of attracting attention for promotion or advertising.
- **Attraction Board** – a sign constructed so that letters or other advertising material can be changed, and which relates to businesses or organizations which depend, on a large part, upon trade and frequently changing events or showing, such as those engaged in providing live or filmed entertainment or sporting events.
- **Awning** – a shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.
- **Billboard** – a sign which directs attention to a product, place, activity, person, institution, business, or subject which is not entirely related to the premises on which the sign is located. Included are signs erected upon benches.
- **Canopy** – a structure attached to or supported by a building, designed for shelter over a pedestrian or vehicular way and which may or may not project over public property.
- **Ground Sign** – a sign which is supported by itself, one or more uprights, poles, or braces in or upon the ground or by a structure provided for that function.
- **Roof Sign** – a sign erected upon or above a roof or parapet wall of the building.
- **Shingle Sign** – a type of projecting sign under or over a canopy regulated by site, design, material and location.
- **Temporary Sign** – a sign designed and displayed for a seasonal or brief activity such as, but not limited to sales, specials, promotions, holidays, and business grand openings.

- **Wall Sign** – any sign erected on and parallel to the wall face of a building. This shall include permanent window signs.
- **Window Sign** – any sign affixed to or within three feet of the inside of a window in view of the general public.

**PROHIBITED SIGNS (INCLUDING, NOT LIMITED TO)**

- **Signs which move or simulate motion (i.e. flashing, blinking, rotating or animated signs, etc.)**
- **Statuary signs** – any sign which is the modeled, outlined or sculpted likeness of a living creature or inanimate object or any embossing which projects more than four inches beyond a sign face.
- **Attention getting devices, except as provided for in the Sign Ordinance, Section 17.120.040.F. Temporary Signs.**
- **Internally-illuminated sign cabinets.**
- **Pole or pylon signs.**
- **Trade slogans.**

**Please Note:**

- **Monument signs taller than eight (8) feet require approval of the Community Development Director, or at Director's discretion, may be elevated to the Planning Commission.**
- **Logos that exceed four (4) square feet in area are prohibited, except where logo displays exceptional craftsmanship and quality of materials, such case to be reviewed by the Community Development Director, or at Director's discretion, may be elevated to the Planning Commission.**
- **Signs located on corner lots or adjacent driveways shall conform to the "Cross Visibility Triangle" as defined in the Woodland Sign Ordinance, Article 17.120**

\* \* \*

**If you have questions, please call the Community Development Department at (530) 661-582 or staff is available from 8:00 AM to 4:30 PM at 300 1<sup>st</sup> Street, Woodland, CA 95695**

## SIGN BROCHURE

**Sign Type:**

Awning or Canopy Sign \_\_\_\_\_

Blade/Bracket Sign \_\_\_\_\_

Wall Sign \_\_\_\_\_

Marquee or Changeable Copy Signs \_\_\_\_\_

Electronic Message Sign \_\_\_\_\_

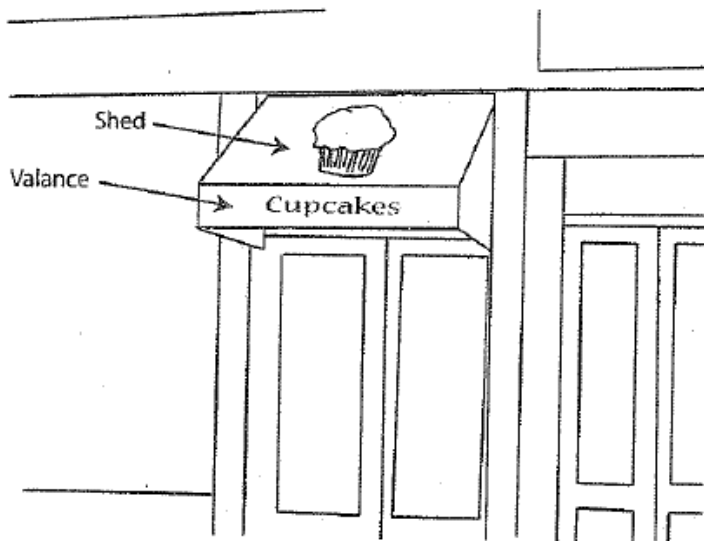
Free Standing Sign \_\_\_\_\_

Design Standards for Sign Types:

**AWNING AND CANOPY SIGNS.** Awning and canopy signs may be permitted only as an integral part of the awning or canopy to which they are attached or applied, as follows:

- a. Lettering shall be allowed on awning valances only and shall not exceed 18 inches in height. Logos, symbols, and graphics that do not include text may be allowed on the shed (slope) portion of an awning and shall not exceed four square feet in area for each awning. See Figure 17.42.080-1 (Awning and canopy sign).

Figure 17.42.080-1: Awning and Canopy Sign



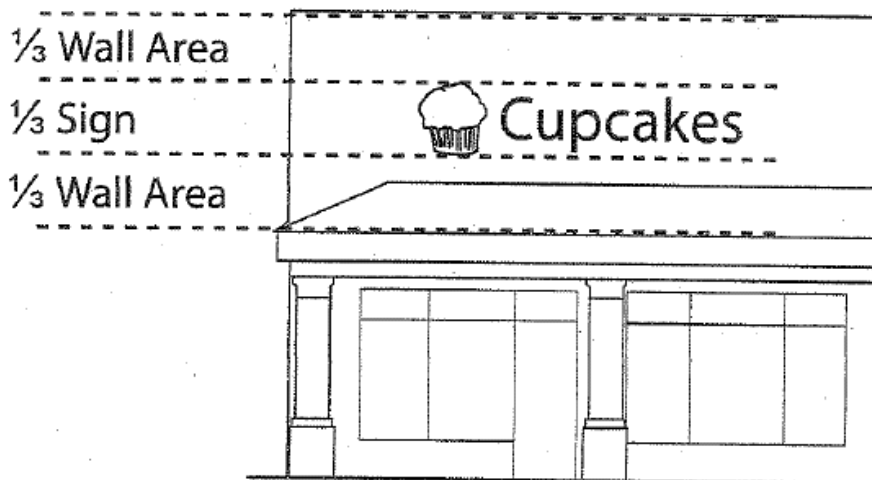
- b. Lettering shall be located within the middle 70 percent of the valance area.
- c. Only permanent signs that are an integral part of the awning or architectural projection shall be allowed. Temporary signs shall not be placed on awnings.
- d. Awning signs shall only be allowed for first and second story occupancies.
- e. Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.

**BLADE/BRACKET SIGNS.**

- a. Location. Blade or bracket signs shall be placed only on ground floor facades, except for businesses located above the ground level with direct exterior pedestrian access.
- b. Height. The lowest point of a blade or bracket sign shall be a minimum of eight feet above grade.
- c. Projection. The sign may project a maximum of four feet from the building.
- d. Sign structure. Sign supports and brackets shall be compatible with the design and scale of the sign.
- e. Encroachment. Blade or bracket signs may not encroach into the public right-of-way or be located above it, or into city-owned property except with an encroachment permit.

**Wall signs.**

- a. Wall signs shall be compatible with the predominant visual architectural elements of the building facade.
- b. Wall signs shall be placed to establish facade rhythm, scale, and proportion where such elements are weak. In many existing buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- c. Wall signs shall utilize a consistent proportion of signage to building scale, such as 1/3 text to 2/3 wall area or 1/4 text to 3/4 wall area. See Figure 17.42.080-2 (Text scale).

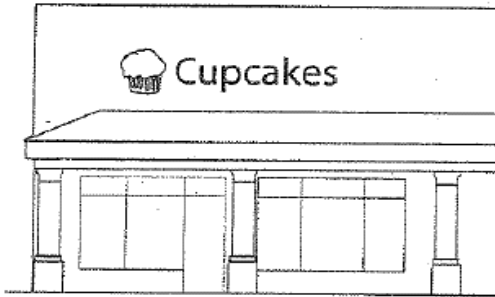
**Figure 17.42.080-2: Text Scale**

- d. Wall sign raceways shall be concealed from public view (e.g., within the building wall or painted to match the exterior color of the building where the sign is located) or otherwise integrated with the design of the sign and building so as to not detract from the architectural character of the building.
- e. Direct and indirect lighting methods are allowed for wall signs provided that they are not harsh or unnecessarily bright. Light shall either be directed down or in such a way that it does not cause light trespass or glare onto adjoining properties or public rights-of-way.

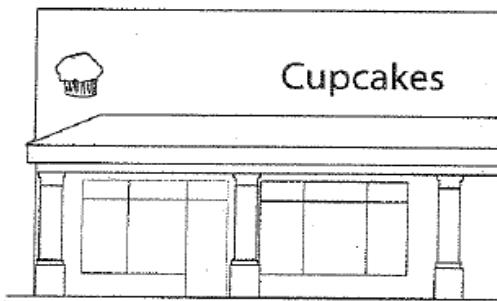


- f. Can signs are prohibited. Channel letters, reverse channel letters, and push pin letters are preferred. Letters may not utilize gold-colored (or a shade of gold) frim cap.
- g. If a tenant's signage on one facade is comprised of multiple elements (e.g. logo and text), the elements shall be located and scaled with relationship to each other. See Figure 17.42.080-3 (Multiple element signs).

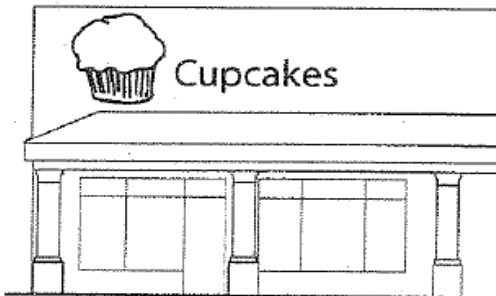
Figure 17.42.080-3: Multiple Element Signs



**Encouraged:** Logo relates to lettering as part of the overall design.



**Discouraged:** Logo is unrelated to lettering based on spacing of components.



**Discouraged:** The logo and lettering are of disproportionate scales.

#### 4. FREESTANDING SIGNS.

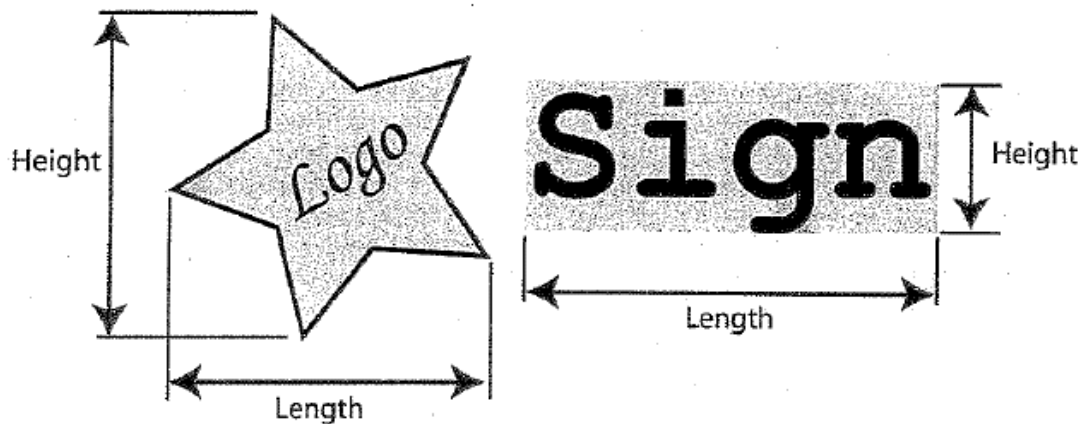
- a. Monument and pylon signs are preferred because they can be more fully integrated into the overall development design. As described in Section 17.42.060 (Prohibited signs), pole signs are prohibited. Pylon signs shall be constructed with architectural cladding or similar material covering the supporting framework so they are architecturally integrated with the rest of the sign.

- b. In an effort to promote full architectural integration of signs, voids between the sign face and the sign structure are prohibited. Either the sign face shall utilize the full width of the sign structure or coverings that are architecturally consistent with the rest of the sign shall be used to fill any voids.
- c. Materials and design for freestanding signs shall be complementary to the materials and design of the buildings for the related development. For example, if the facade of the building is made of brick or brick veneer, a complementary freestanding sign would also include brick.
- d. Landscaping shall be provided at the base of the sign equal to the area of the sign. Landscaping shall be complementary to and designed in concert with the landscaping for the overall site. The design of the landscaping shall be such that natural growth will not obscure the sign from the public right-of-way.
- e. The minimum letter height on a freestanding sign shall be 12 inches. The intent is to limit the clutter of text on the sign and increase readability for the public, thereby providing for public safety.
- f. The maximum letter height on a freestanding sign shall be 36 inches. The intent is to limit the negative visual impact of large text size.

#### DETERMINATION AND MEASUREMENT OF SIGN AREA.

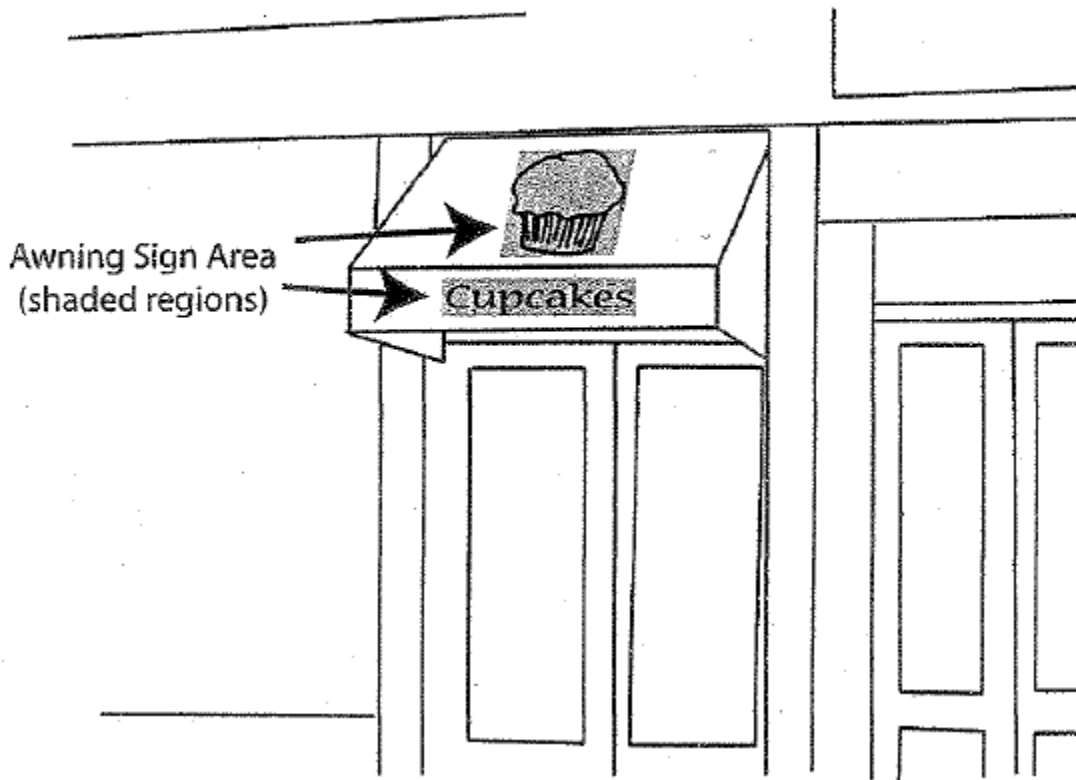
1. General area calculation. Generally, the area of a sign shall be measured as the overall length of the sign times the overall height of each segment of copy or logo exclusive of background. When the sign is composed of individual letters applied to the building without a distinctive background (e.g., channel letters), the area of the sign shall be measured as 75 percent of the area of the sign copy (height of the letters times the length of each line of letters, e.g.,  $\text{length} \times \text{height} \times 75 \text{ percent}$ ). This practice of taking 75 percent of the area shall be known as the void rule. See Figure 17.42.070-1 (Sign area).

Figure 17.42.070-1: Sign Area



2. **AWNING OR CANOPY SIGNS.** Sign copy which is applied to an awning or canopy shall be computed at 100 percent of the area within a single rectangle enveloping the sign copy. See Figure 17.42.070-2 (Awning or canopy sign area).

Figure 17.42.070-2: Awning or Canopy Sign Area



**3. FREESTANDING SIGNS.** Freestanding signs are to be computed as total height by the total length of the sign for one side for double-faced signs, excluding framework of separate single wood post or masonry column and single wood or masonry beam. The base of a monument sign is not part of the sign when comprised of wood, stucco, or masonry. See Figure 17.42.070-3 (Freestanding sign area).

a.

Freestanding signs that are spread with two faces (e.g., marquee sign) shall be computed as the greater of the area of one side or the projected area of two sides.

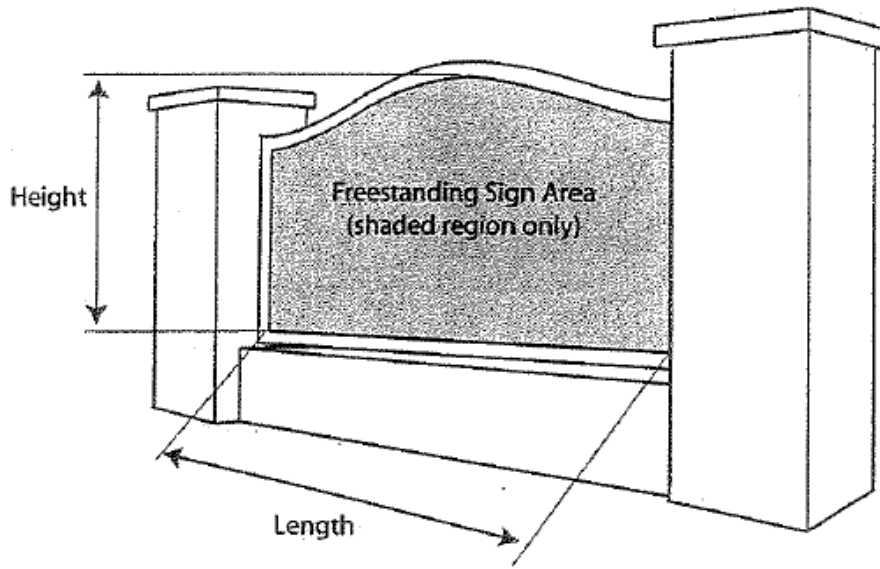
b.

Freestanding signs that are spread with three faces shall be computed as the greater of the area of one side or the projected area of two sides or three sides.

c.

Freestanding signs that are four-sided shall be computed as the greater of the area of two sides or the projected area of two sides.

Figure 17.42.070-3: Freestanding Sign Area



Size Standards for Sign Types:

Table 17.42.090-1: Allowed Permanent On-Site Sign Standards

Sign Type		Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW <sup>1</sup>	Illumination Allowed	Other Standards/ Notes
<b>Permanent Subdivision Identification Signs</b>							
Freestanding Sign	Monument or on fence/wall not in ROW	2/entrance	24 sf	6 ft	5 ft	Yes	
	Monument w/in ROW	1/entrance	24 sf	6 ft	(2)	Yes	
<b>Multiple-family Residential Signs</b>							
Freestanding sign, project identification		1/entrance	25 sf	8 ft	5 ft	Yes	
<b>Nonresidential Signs—In General</b>							
Freestanding Signs	Monument sign	1/frontage	25 sf	8 ft	5 ft	Yes	
	Pylon sign <sup>3</sup>	1/frontage	100 sf	35 ft	15 ft	Yes	
	Wall sign			Roofline		Yes	

Building Attached Signs, Establishments ≥5k sf	Window sign <sup>4</sup>	No Maximum	2.5:1, max 200 sf	-	-	No	
Building Attached Signs, Establishments ≥5k sf	Wall sign	No Maximum	1.5:1, max 100 sf	Roofline	-	Yes	
	Window sign <sup>4</sup>			-	-	No	
Nonresidential Signs—Historic Overlay (H) District							
Building Attached Signs	Projecting Sign	1/frontage	1.5:1, max 50 sf	Roofline	-	Yes	
	Wall Sign	1/frontage		-	-	Yes	
	Window Sign <sup>4</sup>	No maximum		-	-	No	
	New Ghost Sign <sup>5</sup>	1/frontage	1:1 of applicable frontage, max 100 sf	Roofline	-	No	(3)

## Notes:

1. Must be located outside the clear visibility triangle.
2. Within median islands, sign must be set back three feet from sides and 12 feet from ends.
3. Freestanding pylon signs shall only be permitted as part of a uniform sign program for sites greater than or equal to ten acres.
4. Window signs may not occupy more than 20 percent of the individual window area. The void rule shall apply when calculating the area of the window sign when it is stenciled on the window pane.
5. New ghost signs must be treated such that they appear aged and weathered consistent with existing historic ghost signs in the downtown area.

(Ord. No. 423, § 2, 4-21-2009)

## A note about Jackson's Sign Regulations ...

The City of Jackson's Sign Regulations may be found in Title 17 of the Municipal Codes at <http://ci.jackson.ca.us> (be sure to call the City at 223-1646 if you need help accessing the website). Note that all signs require a permit approved by the City before they are erected.

*The most common sign violation tends to be the use of banner signs as permanent signage.*

Banner signs are considered temporary and can be used only to advertise a special promotion. A business may only have a maximum of two temporary/promotional signs at any given time, and those signs shall be limited to a total of 16 square feet each, and can only be used up to three times per year for no longer than 30 days for each use.

Other common sign violations include use of advertising flags, off-site directional signs, and vehicle mounted signs. Please refer to the Municipal Code for more information on sign regulations.



*In most cases, sign violations are readily avoidable by contacting the City in advance of sign design and placement.*

### City of Jackson

33 Broadway  
Jackson CA95642

Phone: 223-1646  
<http://ci.jackson.ca.us>



## Sign Clutter Cleanup Campaign

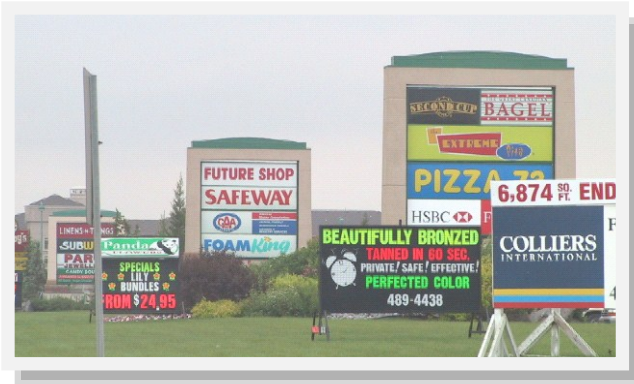
December 2011





## Sign Clutter!

A city's signage speaks volumes about the pride and dedication of its commercial community and of the willingness of its commercial base to work toward a common economic goal. Signs don't simply advertise services or merchandise, they reflect the community's personality and speak to visitors in a manner unmatched by other media.



The City of Jackson is experiencing a significant increase in the number and proliferation of illegal signs which do not conform to the City's sign ordinance or are not permitted. The result is a cluttered appearance, particularly along the highways. This "sign clutter" can be distracting from surrounding scenic views and takes away from the historical ambiance of the City.

## The Solution



Many communities in the Mother Lode have carefully protected their historic features and small town character, and judiciously and sensitively regulate public displays such as signage. Jackson, of course, is among the most historic and unique communities in the State, and as such deserves protection.

Sign regulation and enforcement can require a great deal of City resources. Rather than expending staff time on enforcement, the City believes that the business community, armed with an understanding of the community-wide importance of uniform and appropriate signage, should come together voluntarily to bring its signage into conformance with the City's Sign Regulations Ordinance.

## We need your help!

The City is asking all businesses to voluntarily comply with the Sign Regulations by evaluating its existing signage and determining whether it complies with the current ordinance. City staff are quite familiar with the ordinance, and stand ready to assist where questions or interpretations arise.

Remember that the City's principal goal is to correct existing illegal signage problems in an effort toward enhancing the overall economic vitality of the community.

Enforcement of the sign regulations, while always an option, is something the City hopes to avoid wherever possible.

*Signage should provide information that is simple and legible. In general, the number of signs on a façade or property should be kept to the minimum necessary to effectively communicate the message being conveyed. Signage, including the names and logos, should be unique to Jackson rather than being generic.*