



Planning and Building Agency
 Planning Division
 20 Civic Center Plaza
 P.O. Box 1988 (M-20)
 Santa Ana, CA 92702
 (714) 647-5804

PLANNED SIGN PROGRAM CHECKLIST

Applicant, please return this checklist with corrections for your resubmittal. The Planning Division will not accept any incomplete planned sign program packets. The following submittals are required for all planned sign program applications:

CHECK IF COMPLETED (BY STAFF)

YES NO N/A

- 1. Entire Project address.
- 2. Samples of color and materials (including copy, trim cap, and return color).
- 3. Photographs of potential sign locations and existing signage (wall/monument sign).
- 4. Fully dimensioned and scaled plans, consisting of the following:
 - a. Plot Plan Indicating:
 - 1) • All property lines and building setbacks dimensioned.
 - All existing building(s).
 - All streets, parking areas, driveways, etc.
 - All proposed signage locations.
 - 2) If a monument sign is being proposed, then the plans must include the dimensions of the landscape areas for all four sides of proposed signage and applicable sight triangle (if at corner 25' setback is required).
 - b. Building Elevations Indicating:
 - 1) Building height.
 - 2) Suite width.
 - 3) Show location and dimension of windows.
 - 4) Storefront entrance location.
 - 5) Roof/architectural treatments, parapet walls, fascias, canopies, roof line level and color of exterior materials.
 - 6) Proposed signage location to show the dimension of the signable area.
 - 7) Distances from signage to end of suite and from top of sign to ground level.

c. Sign Design and Materials Specifications:

- 1) Color of proposed signage, including color number (copy, background, trim caps and returns).
- 2) Letter height, sign length, and depth.
- 3) Letter style.
- 4) Identify illuminated or non-illuminated.
- 5) Logo color and dimensions.
- 6) Type of material.

d. Mounting Method

- 5. Completed sign program application, sign program criteria, and written sign program procedures.
- 6. Four complete sets of plans and copies.
- 7. Property owners/property manager stamp of approval on plans.
- 8. Project name and applicant name on plans and copies.

NOTE

- 1. Approved existing pole sign permit.

1st REVIEW BY: _____ **DATE:** _____ **2nd REVIEW BY:** _____ **DATE:** _____
(if applicable)

ACCEPTED BY: _____ **DATE:** _____

INSPECTION BY: _____ **DATE:** _____

INSPECTOR'S COMMENTS _____

PROJECT ADDRESS: _____

APPLICANT: _____

SIGN PROGRAM NO.: _____

CRITERIA FOR PLANNED SIGN PROGRAMS

Applicant, please refer to the Division 1 of Article XI of Chapter 41 of the Santa Ana Municipal Code (SAMC) (Ordinance No. NS-2116) for your planned sign program submittal.

The following criteria are basic guidelines staff will use when reviewing your sign program. Each program, however, will be individually crafted for the specific center.

A comprehensive written sign program shall be submitted with each sign program application and should include sections on:

- I. GENERAL REQUIREMENTS
- II. SIGN DESIGN SPECIFICATIONS
- III. CONSTRUCTION REQUIREMENTS

I. GENERAL REQUIREMENTS should discuss:

- a) City approval of individual signs is required.
- b) Permits are required prior to installation.
- c) Sign, building, and electrical permits required for each sign.
- d) Installation specifications.
- e) Maintenance specifications.
- f) Cost responsibilities.
- g) The signs covered by the program.
- h) Restrictions on advertising placards, posters, or the like.
- i) Window signage.
- j) Restrictions limiting signs to identification of established trade names only and no duplication of copy allowed.
- k) Limiting signs to those built by a professional sign company.
- l) At lease termination, assignment of responsibility for sign removal with building repair.
- m) All signs to comply with Santa Ana Zoning, Building, and Electric Codes.
- n) Limitations on animated, flashing, audible, or smoking signs.
- o) Limitation on exposed conduit or piping.
- p) Limitations on painted signs.

II. **SIGN DESIGN SPECIFICATIONS** should include:

- a) Width - 75 percent of store front is maximum width, 65-70 percent as preferred.
- b) Placement - Sign is to be centered on storefront; under some circumstances, centered over the door is acceptable.
- c) Number of signs - One per tenant elevation, three maximum. A tenant with only one elevation cannot place a sign on the secondary elevation of another tenant.
- d) Maximum area - As a rule of thumb, 10 percent of the elevation or 40 percent of the signable area is maximum. In any case, no sign should ever exceed 200 square feet maximum on the largest building.
- e) Secondary elevations - Five percent of elevation, 20 percent of the signable area, or 50 square feet maximum on any other elevation than primary elevation.
- f) Primary elevation - The elevation in a contiguous line of other shops in a multi-tenant building. On other structures, it may face a street or a parking area but in no case shall a tenant have more than one primary elevation.
- g) Architectural Compatibility - Signs have as much impact on the visual environment as anything and as such must have a logical and compatible relationship to its architectural setting. This is true for both freestanding and nonfreestanding signs.
- h) Sign Type - Individual pan channel or other precast molded or fabricated letter may be used. No single sign cans are permitted. Other sign types allowed by Section 41-863(e) or the Design and Development Standards as architecturally compatible.
- i) Letter Styles - Must be architecturally compatible and readable. Styles on unique structures should be restricted so as not to distract from the architectural style. Two to three styles is typical at most locations.
- j) Letter Height - Consideration must be given to single line, double line, and first letter heights, 42 inches high for any individual letter is the extreme maximum. Typical upper case letter height is 24 inches for a first letter and 18 inches for all upper case thereafter. Lower case will be correspondingly smaller. Double rows up to 42 inches total height is acceptable if architecturally compatible. Four - six inches spacing is needed between double rows.
- k) Sign Face Color - Although appropriate in some centers, a single color sign program does not always provide the best readability and therefore visual enhancement to a center. Likewise, not all small centers can take unrestrained color schemes without a perception of visual anarchy. Like letter styles, colors must be evaluated in perspective of the center's architectural color palate. As a rule of thumb, three or fewer colors are best for strip type centers.
- l) Trim Cap Color - The edging on the letters is often left up to the sign company to choose, leaving a variety of designs as each contractor installing a sign puts up a different trim cap. Some installations match the sign face or the can while others are gold, silver, or bronze. A consistent pattern must be achieved throughout a program.
- m) Sign Pan Channel Letter Can Color - Similar to trim cap color, the pan channel letter can come in a variety of colors. Consistency throughout is required.
- n) Logos - A graphic design of symbols or letters used as a trademark or for identification in lieu of, or in conjunction with business identification signs can be used in a sign program but care must be taken to ensure size, design, and scale are compatible. The program should outline the extent to which they are

permissible. Wording on a logo is considered a can sign. Wording as a logo is considered as identification signage. Logos fall within sign area calculations.

- o) Major Tenants - In larger centers, major tenants, (over 30,000 square feet) are often exempted, or precluded in sign programs. These users and their signs needs should be addressed in the sign program within the constraints of zoning even though they may not be subject to the same limitations as other smaller tenants.
- p) Signs should be designed with maturing landscaping in mind. Landscaping should not be removed to accommodate signs!

III. CONSTRUCTION REQUIREMENTS should include:

- a) Lags, fasteners, or screws are to be rust proof plated or stainless steel and installed in a concealed manner.
- b) Full weld construction.
- c) Building penetrations are to be watertight sealed.
- d) UL labeling required.
- e) No labeling or other identification is to be exposed.
- f) Contractor shall repair all damages caused by their work.
- g) Illumination must use minimum 15 millimeter or 60 milliamp tubing.
- h) Letter depth not to exceed six inches.
- i) Plexiglas thickness of 3/16 inch minimum.
- j) Sheet metal to be primed inside and out.
- k) Sheet metal to be 24-gauge minimum.
- l) Electrical service is from tenant power source on automatic time clock to hours of business.
- m) No exposed conduits, raceways, or crossovers.
- n) Typically no exposed illumination.
- o) Typically no flood lighting.

IV. ALL SIGN PROGRAMS must have illustrations in a manner similar to the following examples, attached to each program text.