



**CITY OF ESCONDIDO**  
**Planning Division**  
**201 North Broadway**  
**Escondido, CA 92025-2798**  
**(760) 839-4671**  
**Fax: (760) 839-4313**

FOR INTERNAL USE ONLY	
Date Submitted:	_____
Fee:	_____
Receipt No.:	_____
Related Case File(s):	_____
Reviewed By:	_____
DRB Date:	_____
<input type="checkbox"/> APPROVED	<input type="checkbox"/> DENIED
Date:	_____

**SIGN APPLICATION**

**APPLICANT/CONTACT PERSON**

Name (Print): \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**OWNER** (If multiple owners/addresses, attach additional sheets as necessary.)

Name (Print): \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 (authorizing applicant to submit application)

**SITE INFORMATION**

Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Business Phone: \_\_\_\_\_  
 Assessor's Parcel No.: \_\_\_\_\_  
 Zoning: \_\_\_\_\_  
 Overlay Zone: \_\_\_\_\_

Area of Suite/Building and/or Lot: \_\_\_\_\_  
 Store Front Width: \_\_\_\_\_  
 Are there any existing signs for this suite/business that will remain? \_\_\_\_\_  
 If YES, indicate number, type, and area below:

Wall Sign:	Number	_____
	Total Area	_____
Freestanding:	Number	_____
	Total Area	_____
Other:	Number	_____
	Total Area	_____

**SIGN REQUEST**

Type of Sign:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Wall Sign(s)/Other Sign(s) | <input type="checkbox"/> Freestanding Sign(s) | <input type="checkbox"/> Comprehensive Sign Program                              |
| Number: _____                                       | Number: _____                                 | <input type="checkbox"/> Other Signs (window, projecting, top of building, etc.) |
| Area: (1) _____ SF (2) _____ SF (3) _____ SF        | Area: (1) _____ SF (2) _____ SF (3) _____ SF  | <input type="checkbox"/> Reface of Existing Sign(s)                              |
|   | Height: (1) _____ (2) _____ (3) _____         |  |

Illumination:

- |   |   |
|---|---|
| <input type="checkbox"/> Internally Illuminated | <input type="checkbox"/> Internally Illuminated |
| <input type="checkbox"/> Externally Illuminated | <input type="checkbox"/> Externally Illuminated |
| <input type="checkbox"/> No Lighting Proposed   | <input type="checkbox"/> No Lighting Proposed   |

Light Transmission Factor \_\_\_\_\_ (to be specified for internally illuminated cabinet signs with light color backgrounds)

-----**FOR STAFF USE ONLY BELOW THIS LINE**-----

**WALL SIGNS**

Building/Suite Size: \_\_\_\_\_ SF  
 Permitted Sign Area: \_\_\_\_\_ SF  
 Area of Existing and Proposed Signs: \_\_\_\_\_ SF  
 Allowable Sign Area Remaining: \_\_\_\_\_ SF  
 DRB Action/Recommendation: \_\_\_\_\_  
 Conditions/Comments: \_\_\_\_\_

**FREESTANDING SIGNS**

Lot/Center Size: \_\_\_\_\_ SF/Acres  
 Number of Street Frontages: \_\_\_\_\_  
 Permitted Sign Area: \_\_\_\_\_ SF  
 Area of Existing and Proposed Signs: \_\_\_\_\_ SF

## SIGN PERMIT

A sign permit from the Planning Division is required prior to the placing, erecting, moving, reconstructing or replacing (including sign copy) any sign in the city unless expressly exempted by [Section 33-1393 A](#) of the Zoning Code. One or more signs may be approved per sign permit. Signs requiring a permit shall comply with the provisions of [Article 66](#) of the Zoning Code and all other applicable laws, as well as be consistent with the Sign Design Guidelines as may be adopted by the City Council. Signs may require building permits in addition to sign permits, as determined by the Building Official.

Prior to submittal of a Sign Permit application which requires Design Review, a pre-application meeting with a member of the Planning staff will be necessary to answer any questions and to ensure that the application will be completed as required. Appointments for a pre-application meeting can be scheduled by contacting the Planning Division at (760) 839-4671.

### Submittal Requirements

1. Completed and signed [application form](#)
2. [City Fees](#) (Sign Permit fee and Design Review fee where applicable)
3. Four (4) copies each of the site plan, elevation plans and detailed sign plans, drawn to scale, including the following information:

#### Site Plan:

- a. North arrow and graphic scale.
- b. Exterior boundaries of the subject property, property dimensions and adjacent streets.
- c. All structures, parking areas, driveways and landscape planters.
- d. Location of existing freestanding signs on adjacent properties and dimensions.
- e. Location of proposed signs and their relation to adjacent buildings, structures, topography and property lines. (Future ultimate right-of-way should be indicated.)
- f. For free standing signs, all easements and public and private utilities within 50 feet of the proposed sign must be shown.

#### Building Elevation Plans:

- a. Location of proposed sign on building with dimensions of remaining wall area above, below, and to the sides of the sign.
- b. Sign dimensions, including letter height, sign length and width, design and copy (if space allows).
- c. Location of all lighting proposed.

#### Detailed Sign Plans:

- a. Sign dimensions, including letter height, sign length and width, design and copy.
- b. The design, dimensions, colors, materials, copy, and type of lighting proposed.
- c. Lighting details and specifications to verify conformance with [Article 35](#) (Outdoor Lighting Ordinance). If sign is nonilluminated, please indicate.
- d. For freeway-oriented signs: cross sections of the development site and freeway right-of-way which indicate the height relationship between the proposed sign and the freeway travel lane.

In addition to the items listed above, applications requiring design review shall also include: A

Color board (8½" x 11" maximum) with samples of colors and materials to be used (colored building and sign elevation drawings may be substituted for a color board).

Photographs of the site and the adjacent properties within 100 feet, any existing signs on the building and any signs on adjacent lease spaces.

## **Procedure**

Sign permit applications shall be submitted to the Planning Division for review to determine conformance with [Article 66](#) of the Escondido Zoning Code, the Sign Design Guidelines, and other applicable ordinances, overlay zones, and policies of the City of Escondido or comprehensive sign programs. Those sign permits which do not require design review pursuant to [Article 66](#) shall be processed and approved, conditionally approved, or denied within five (5) working days from the date of determination of a complete application. In the event that the sign permit application is not approved, conditionally approved or denied within five (5) working days, the applicant may request a refund of one-half of the Planning sign permit fees. If there is question as to whether the sign proposal adequately conforms to the Sign Design Guidelines, the Director of Community Development or his designee may refer the application to the Design Review Board (DRB) before approving or denying the request. Sign applications referred to the DRB shall be scheduled for the next available Design Review meeting, which will extend the processing time frame.

Upon determination of a complete application for a Comprehensive Sign Program or sign permit requiring design review, the application will be scheduled for the next available design review meeting prior to the approval, conditional approval, or denial of the proposed sign(s).

Appeals of either the Director's decision or the decision of the Design Review Board shall be to the Planning Commission and must be filed in the Planning Division in writing within ten (10) calendar days of that action. Such appeal shall be accompanied by the appeal fee as adopted by the City Council. Appeals of the Planning Commission's decision may be made to the City Council by filing a written appeal with the City Clerk within ten (10) calendar days of the Commission's action and paying the fees as adopted by the City Council.

**Signatures.** Applicant and property owner signature lines must be signed, even if the applicant and property owner are the same. The signature of the architect and/or engineer is also required if drawings are submitted by professional architects and/or engineers.

**Applicant**

As part of this application the applicant hereby agrees to defend, indemnify and hold harmless the City of Escondido, its Council, boards and commissions, officers, employees, volunteers, and agents from any claim, action, or proceeding against the City of Escondido, its Council, boards and commissions, officers, employees, volunteers and agents, to attack, set aside, void or annul an approval of the application or related decision, including environmental documents, or to challenge a denial of the application or related decisions. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth herein. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed.

By signing below, I hereby certify that the application I am submitting, including all additional required information, is complete and accurate to the best of my knowledge. I understand that any misstatement or omission of the requested information or of any information subsequently requested may be grounds for rejecting the application, deeming the application incomplete, denying the application, suspending or revoking a permit issued on the basis of these or subsequent representations, or for the seeking of such other and further relief as may seem proper by the City of Escondido.

Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

**Property Owner**

By signing below, I hereby certify under penalty of perjury, that I am the owner of record of the property described herein and that I consent to the action requested herein. All other owners, lenders or other affected parties on the title to the property have been notified of the filing of this application. Further, I hereby authorize City of Escondido employees and officers to enter upon the subject property, as necessary to inspect the premises and process this application.

In order to facilitate the public review process, the City requires that property owners agree to allow any plans or drawings submitted as part of the application to be copied for members of the public. Property owner(s) hereby agree to allow the City to copy the plans or drawings for the limited purpose of facilitating the public review process.

Property Owner: \_\_\_\_\_

Date: \_\_\_\_\_

**Architect/Engineer**

In order to facilitate the public review process, the City requires that architects and engineers agree to allow any plans, drawings, studies or reports submitted as part of the application to be copied for members of the public. Architect/Engineer hereby agrees to allow the City to copy the plans, drawings, studies or reports for the limited purpose of facilitating the public review process.

Architect: \_\_\_\_\_

Date: \_\_\_\_\_

Engineer: \_\_\_\_\_

Date: \_\_\_\_\_

# DESIGN LIMITATIONS FOR PROFESSIONALS



## STRUCTURAL ENGINEERS

No limitations; may design any building of any type.

## CIVIL ENGINEERS

May design any building except hospitals or schools.

## ARCHITECTS

May design any type building with these exceptions

- The structural portion of a hospital.

## UNLICENSED PERSONS

Limited to design of:

- Single-family dwellings of woodframe construction not more than two stories and basement in height
- Multiple dwellings containing no more than four dwelling units of woodframe construction not more than two stories and basement in height. Not more than four dwelling units per lot.
- Garages or other structures appurtenant to dwellings of woodframe construction not more than two stories and basement in height.
- Agricultural and ranch buildings of woodframe construction.\*
- Nonstructural store fronts, interior alterations or additions, fixtures, cabinet work, furniture, or other appliances or equipment including nonstructural work necessary to provide for their installation.
- Nonstructural alterations or additions to any building necessary to or attendant upon the installation of such storefronts, interior alterations or additions, fixtures, cabinet work, furniture, appliances, or equipment.
- May not design any component that affects the safety of any building or its occupants, including but not limited to structural or seismic components.

\* Unless the building official having Jurisdiction deems that an undue risk to the public health, safety or welfare is involved.

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### APPLICABLE STATUTES

6731, 6736, 5537.1 of B & P Code

### APPLICABLE STATUTES

15013 of H & S Code  
5537.5, 6731, 6735 of B & P Code

### APPLICABLE STATUTES

15048 of H & S Code  
5500.1, 6737 of B & P Code

### APPLICABLE STATUTES

5537, 5538, 6737.1 of B & P Code