

CITY OF BRISBANE

SIGN PROGRAM APPLICATION CHECKLIST

SUBMITTAL REQUIREMENTS. For the Planning Commission to thoroughly review a proposal, certain information is required from you, the applicant. You should be aware that incomplete applications will not be placed on the Planning Commission agenda.

➤ **ELECTRONIC SUBMITTAL REQUIRED:**

- Please submit all required items as PDF, Microsoft Office (Word, Excel, etc.), or JPG/TIF/PNG file types, as appropriate to the items listed below. You may compress or archive multiple file types into a single folder and upload the compressed (zipped) folder to our [electronic planning application](#). (Max 125 MB per file or folder.)
- Development plans MUST be submitted in PDF format;** CAD or other drafting file types will not be accepted. Development plan pages must be contained in one single PDF file; PDF files of individual plan pages will not be accepted. Please see the [Plan Preparation Guidelines](#) for digital file submittal standards.

ALL SIGN PROGRAM APPLICATIONS:

The following information and documents are required for all sign program applications, unless specifically waived by staff:

- APPLICATION – A completed electronic planning application. Applications may be electronically signed and may require a [Property Owner Authorization Form](#).
- APPLICATION FEE – Refer to Line P20 of the [Master Fee Schedule](#). Fee may be paid by Visa or MasterCard (please note 2% additional processing fee), or by check.

Note: Planning fees are non-refundable.

- SUPPORTING MATERIALS – The below documents and plans must be electronically submitted with any use permit application.
 - PROJECT DESCRIPTION – A written project description that describes all components and phases of the proposed sign program, including but not limited to sign locations, sign types, sign dimensions, sign materials and installation details.
 - DEVELOPMENT PLANS – The below-listed development plans prepared in accordance with the Community Development Department's [plan preparation guidelines](#):
 - Site Plan showing the location of all proposed and existing signs on the property.
 - Exterior Elevations showing the location and appearance of the proposed sign(s) on the building(s) and/or site (including side views where necessary) as an **exact** representation of the proposal.
 - Sight distance diagrams for all new ground-mounted signage adjacent to site driveways or access points. See [Sign Guidelines](#) for technical guidance.
 - Lighting Plans for sign programs including new illuminated advertising signage.

- MATERIALS AND INSTALLATION** - Description of materials and methods of finishing and installation (thicknesses, treatment of edges, details of framing, type of lighting, if any, etc.). This information can be placed on the elevations and must be included in the project description.
- COLOR SAMPLES** - Color samples of sign materials, showing exact shades and keyed to sign elevations. (A physical sample board may be required.) This information can be placed on the elevations and must be included in the project description.
- PHOTOS** – Digital photos of the site and surrounding area. A list with the file name, date the photo was taken, the photographer, brief description, and diagram or site plan showing the point and direction for each photograph taken must accompany all photos. Photos may be submitted digitally in the following formats: GIF, JPG, JPEG, PNG, PDF, BMP, or TIF.
- PHOTOSIMULATION/RENDERING** – A colored rendering used for display, showing the proposed appearance of the sign(s) to scale.
- STATEMENT OF FINDINGS** – A complete written narrative responding to the required findings of approval, contained in BMC Section 17.36.060.D (see Attachment A), as applicable to the particular signs proposed in the program (e.g., illuminated signs, kinetic signs, etc.)

CODE REFERENCES. Please refer to Brisbane Municipal Code Chapter [17.36](#) for details on sign program regulations.

NOTIFICATION OF MEETINGS AND HEARINGS. Applicants must attend all hearings to present their case and respond to any questions or comments. The project planner will notify you of the date of the public hearing via the notice of public hearing, and will provide the meeting agenda and a copy of the agenda report the Friday before the scheduled hearing. Copies of the agenda and agenda report are also available at the Planning Department and on the City's website, www.brisbaneca.org by noon on the Friday before the scheduled hearing. Please contact the project planner if you have not received a copy prior to the meeting.

NOTIFICATION OF ACTION. The project planner will notify you by mail to confirm the action taken. Contact the project planner if you do not receive such notification.

SIGN PROGRAM APPEALS. Anyone may appeal the action of the Planning Commission on a Sign Program application to the City Council not later than 10 calendar days after the Commission's action. An application form and fee (see line P47 of the Master Fee Schedule) is required to make a formal appeal.

FOR FURTHER INFORMATION, PLEASE CONTACT THE COMMUNITY
DEVELOPMENT DEPARTMENT
planning@brisbaneca.org
(415) 508-2120

Please call ahead to make an appointment.



**COMMUNITY DEVELOPMENT DEPARTMENT | CITY OF BRISBANE |
50 PARK PLACE | BRISBANE, CA 94005 | (415) 508-2120**

SUPPORTING STATEMENTS

Findings Required for Approval of All Sign Programs

Brisbane Municipal Code [§17.36.060.D](#)

In order to approve any sign program application, the Planning Commission must affirmatively make the findings of approval in BMC Chapter 17.36, which are reproduced below.

Please respond to each required finding as it relates specifically to your proposal and include a reference to the applicable plan sheet in the development plans. Attach additional pages if necessary, or provide written responses on a separate document.

1. How is the sign program consistent with the City's General Plan and any specific or planned development permit applicable to the site?

	Plan Sheet Page(s)

2. How does the sign program comply with all applicable city ordinances?

	Plan Sheet Page(s)

3. How does the sign program prevent public nuisances resulting from signs regulated under the program?

	Plan Sheet Page(s)

4. How do the materials, colors, and designs of all signs within the proposed sign program compliment the scale, colors, materials, architectural details, and styles found on the buildings in the specific neighborhood or area of the city in which the sign program regulates?

	Plan Sheet Page(s)

5. For off-site directional signs, why are they necessary? Do they provide directions to local businesses regulated under the proposed sign program, and are the off-site directional signs needed because the location of the business is not readily visible from the street designated as the primary frontage of the site?

	Plan Sheet Page(s)



6. For portable signs, will they safely be secured during and after business hours, and when displayed, not present a hazard to vehicular or pedestrian traffic?

	Plan Sheet Page(s)

7. For illuminated signs, how does the method of illumination and proposed materials and colors eliminate or reduce glare and not otherwise cause a public nuisance?

	Plan Sheet Page(s)

8. For illuminated or kinetic signs, how are they not a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties and not otherwise a public nuisance?

	Plan Sheet Page(s)

9. For illuminated or kinetic signs, have they incorporated programmable shutoff or dimmer switches to allow for automated and scheduled shutoff and/or dimming during evening and early morning hours?

	Plan Sheet Page(s)

