



Community Development Department
Planning Division
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SUBMITTAL REQUIREMENTS FOR SIGN PERMIT

- A. Completed *Land Development Application Form*
- B. Completed *Supplemental Sign Application Form*
- C. Completed *Sign Detail Sheet* for each sign
- D. Filing Fee (\$90 if no Exceptions are required; otherwise \$125 with a Minor Exception and \$300 with a Major Exception)
- E. Photographs showing all proposed sign locations and locations of existing signs to remain that are associated with the use or establishment
- F. Two copies of scaled drawings/renderings showing all proposed signs with:
 - Dimensions (height, width, depth) of signs and supporting members
 - Size of lettering
 - Colors
 - Hanging arrangements
 - Height above the ground (if applicable)
- G. Color and materials samples for signs and supporting members (where requested by Town Staff)
- H. Site Plan of the property or building to scale (where requested by Town Staff)

NOTE: Additional copies/sets of materials may be required if the application must be referred to the Design Review Board for approval (i.e. if a Major Exception is required). Additional information may be required by the Town in order to complete processing of sign applications.

SUPPLEMENTAL APPLICATION FORM FOR SIGN PERMIT

Site Address: _____

1. Total number of signs proposed _____
(Multiple-faced signs, such as back-to-back signs, count as the maximum number of sign faces that can be seen from any one location at the same time)

2. Complete and attach a separate *Sign Detail Sheet* for each sign that is proposed or to remain

3. Total linear footage of Establishment Frontage _____, defined as follows:
Establishment frontage. The portion of a building, measured in linear feet, containing a single establishment, which is parallel to and fronts on a public street, public right-of-way, public parking lot, public parking garage, or a publicly-traveled waterway, including San Francisco Bay.

4. Is there more than one Establishment Frontage for the use? ___ Yes ___ No

If yes, please provide the linear footage and describe each (e.g. street name, public parking lot and associated address(es), or San Francisco Bay):

Frontage #1 _____ feet Describe: _____
Frontage #2 _____ feet Describe: _____
Frontage #3 _____ feet Describe: _____

5. Total area in square feet of signs proposed: _____
(Includes proposed signs as well as existing signs to remain)

6. Does the use or establishment occupy the entire building? ___ Yes ___ No
If "no", estimate the number of other uses/establishments in the building? _____

7. Will any sign be illuminated by means other than ambient light? ___ Yes ___ No

If "yes", what is the proposed method of illumination? Check all that apply. Please note that internal illumination, where light passes through the face of the sign or its lettering, is not permitted, nor is LED, LCD, video-type, or other electronic lighting

___ External Indirect ___ Halo-lit ___ Reflective ___ Neon

___ Other (describe in detail): _____

8. Does any sign, or any part of any sign, propose to utilize any of the following physical devices? (Check all that apply and write the corresponding number(s) from the Sign Detail Sheet(s) after the checked category)

___ Sound ___ Odor ___ Smoke ___ Fumes/steam

Rotating or moving elements Activation by wind or forced air

Neon or other visible discharge gas Fluorescent/Day-glow colors

Use of live animals or living persons as part of the display

Mannequins or statuary Flashing lights or flashing image

Changeable display (if so, how frequently: _____ and will the changing be performed manually (by hand) or by mechanical or electronic means)? _____

9. Is any sign proposed to be located off-site (not on the property)? Yes No

If "yes", please describe: _____

10. I understand and acknowledge that no sign may be used in whole or in part for off-site commercial messages, advertising for hire, or general advertising? _____ Initial Here

Sign Number _____ of _____

Sign Detail Sheet

(Please complete one of these sheets for each sign proposed or existing and to remain. The intent of these sheets is to provide a detailed description of the entire sign package associated with the establishment, business, or use)

Type of Sign: Wall Window Neon
(see Figure 16A-1 below) Projecting Mansard Awning

Marquee Under Marquee (Hanging)

Directory or Multi-Tenant Changeable Copy

Freestanding *If freestanding, will it be a:*

Pole/post sign Monument sign Multi-Tenant

Other sign type not listed anywhere above (describe):

Sign Area: _____ square feet (see attached sheet for method of sign area calculation)

Dimensions: _____ height _____ width _____ depth (thickness)
(specify feet and/or inches)

Materials Used for Sign (check all applicable and write in which part of the sign for each):

- Wood Plastic Acrylic Metal Painted on Wall
- Painted on Window Stickers/Film Fabric Glass
- Stone/Marble/Tile Other (specify): _____

Sign Location: Location of the sign must be clearly shown on an attached site plan and/or elevation drawings and number-coded on the drawings to this Sign Detail Sheet.

Sign Illumination (Lighting): None (ambient light only)

- Non-ambient sign lighting already exists and no new lighting is proposed
- External Indirect (e.g. spotlights, goosenecks) Halo-lit
- Reflective Illumination Neon or other visible discharge gas

[Internal illumination where light passes through the face of the sign is not permitted]

Sign Colors: Background: _____

(describe)

Letters or Figures: _____

Sign Structure: _____

Lighting: _____

Other (specify): _____

(Color chips may also be submitted)

Physical Features: Will the sign utilize any of the following physical devices? (Check all that apply)

- Sound Odor Smoke Fumes or steam
- Rotating or moving elements Activation by wind or forced air
- Neon or other visible discharge gas Fluorescent material
- Day-glow colors or materials
- Electronic displays (LCD, LED, video-type, and similar)
- Use of live animals or living persons as part of the display
- Mannequins or statuary Flashing lights or flashing image
(including strobe or klieg lights)

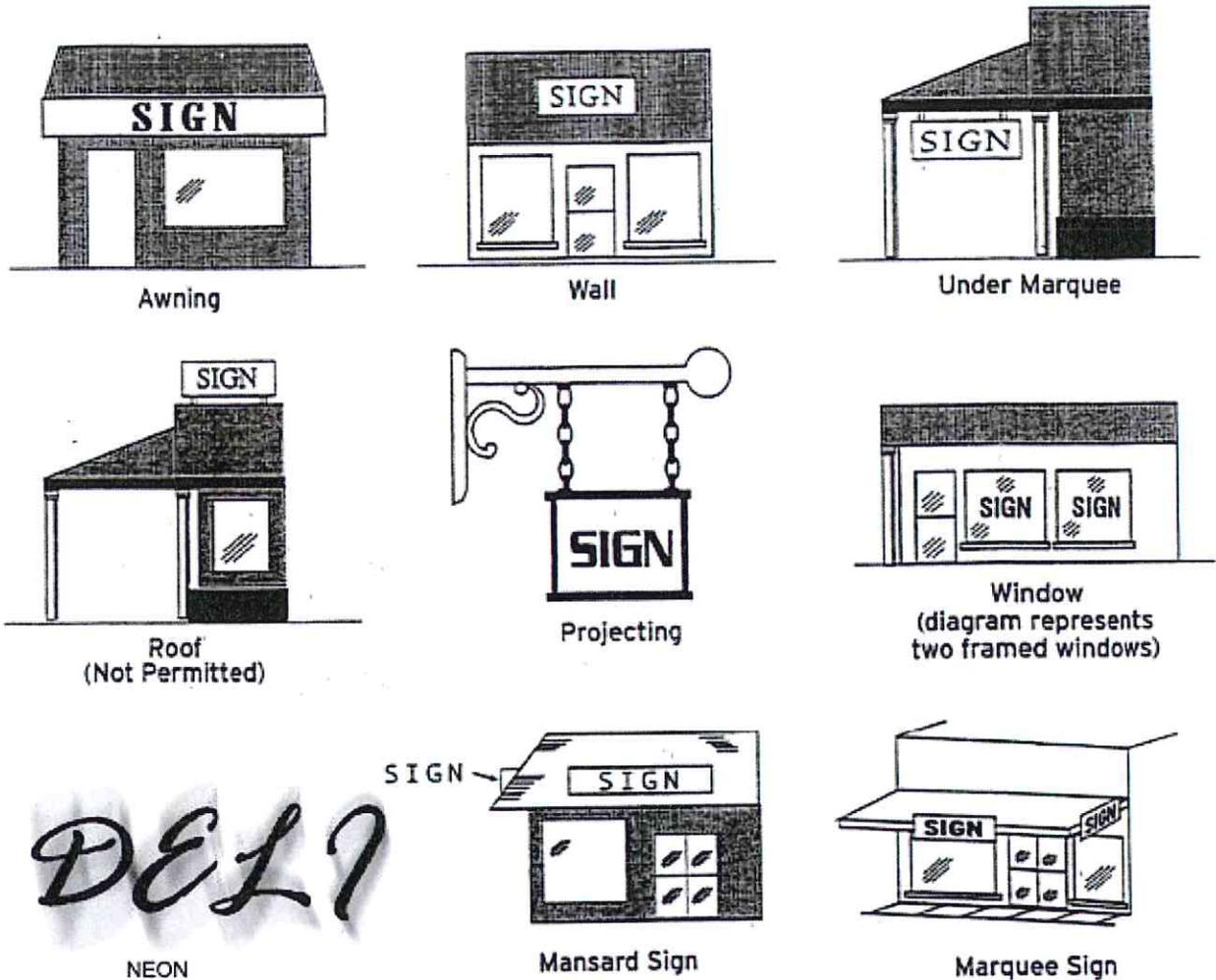
Projection: Does the sign project into or over a public street, sidewalk, or right-of-way?

- Yes No

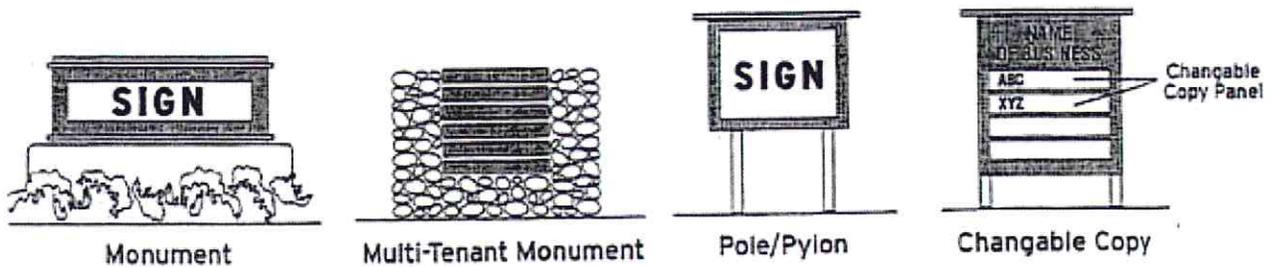
Permanency: Is the sign intended to be: ___ Temporary ___ Permanent

Other Relevant Information: Please attach separate sheets to provide any other relevant information regarding the sign.

Figure 16A-1: Types of Signs



Types of Freestanding Signs



16A.610 Sign Area: Computation/Determination of Permitted Sign Area.

To determine sign compliance with sign area limitations of this Chapter, sign area shall be measured as follows:

(a) *Measuring surface sign area.* Surface area of a sign shall be calculated as follows:

(1) By enclosing the extreme limits of all framing, writing, logo, representation, emblem and other display including, but not limited to, telephone numbers and internet web site addresses within a single continuous perimeter composed of squares or rectangles. This method of sign measurement is depicted in Figure 16A-2.

(2) When a sign is comprised of individual letters, which appear as an unframed surface, the script and logo for each line shall be calculated separately. When distance between two lines of script is more than twice the height of the script, each line shall be counted as a separate and individual sign.

(3) The area of the sign shall be taken as the area of one face.

(b) *Measuring three-dimensional objects.* Signs that are spherical, conical, cylindrical or non-geometric three-dimensional shapes shall be measured as the area of their maximum projection upon a vertical plane. The method of such sign measurement is depicted in Figure 16A-3.

(c) *Measuring double-faced (back-to-back) signs.* The area of a double-faced sign where only one sign face can be seen at one time from any location shall be calculated as a single sign face.

(d) *Measuring double-faced or multiple-faced signs where more than one sign face is visible from any one location.* The maximum area of all faces that can be seen at one time from any location shall be counted in the calculation of sign area.

(e) *Tubing or strings of lights.* Illuminated tubing and strings of lights used to outline a sign or portions thereof shall be included in the calculation of permitted sign area. The tubing or strings of light shall be deemed to have a minimum width of six (6) inches in the calculation of the sign area. When illuminated tubing and strings of lights border an area that forms a substantially closed geometric shape, which contains signage within this shape, all area within the closed shape shall be considered sign area.

(f) *Clocks and temperature display.* Elements of a sign displaying time of day and/or temperature shall be included in measuring the surface sign area. Such elements are prohibited if they constitute an animated or moving sign as defined herein.

(g) *Supporting framework, bracing, pedestals or foundations.* Supporting framework, bracing, pedestals or foundations that are clearly incidental to or separate from the sign display shall not be computed as sign area. Examples of this condition would be a solid foundation or pedestal base on a monument-type sign. When such members are designed or illuminated so as to contribute to the advertising qualities of the sign display, the area of such members shall be computed as sign area.

(h) *Sign Frames.* Signs that are framed or have distinguishing color background shall be measured by the entire area of the sign and background, including the framing surfaces.

Figure 16A-2: Measuring Surface Sign Area

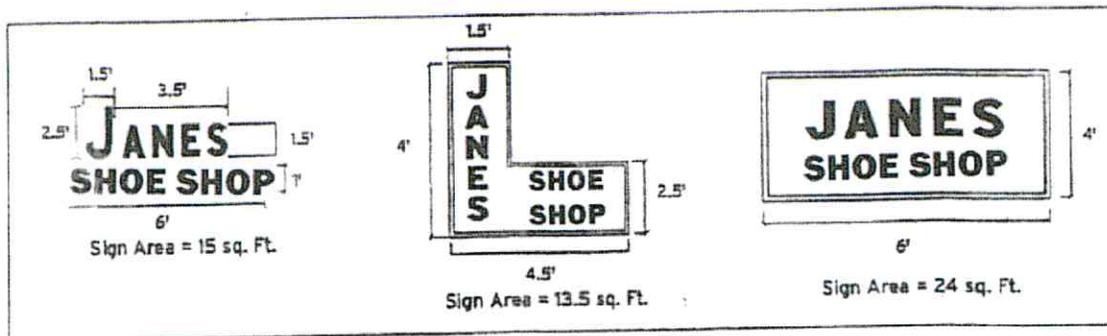
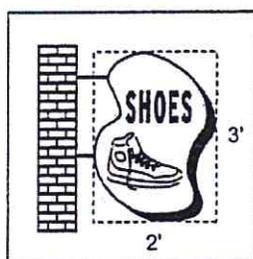


Figure 16A-3: Measuring Three-Dimensional Signs



Sign Area = 6 sq. Ft.