



City of Del Mar
Department of Planning and Community Development
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ADMINISTRATIVE SIGN REVIEW

An applicant's guide to the process

The following information is intended to provide information on the City of Del Mar's process for the review of Signs. Please contact the Planning Department to obtain additional information, including a copy of the City's Administrative Sign Review Ordinance (DMMC Chapter 23.09).

PURPOSE

The Del Mar Administrative Sign Review (ASR) process is intended to provide a relatively simple and expedient process for the review of business signage while also ensuring that new signage will preserve and improve the City's scenic amenities and will not create "visual clutter".

As part of the review process, application proposals are evaluated for their consistency with the provisions of the Del Mar Community (General) Plan, with the applicable portions of the City's Zoning Ordinance (DMMC Chapter 30.84 – Signs). Applications are also reviewed for their consistency with the provisions of the Design Review Ordinance and the Administrative Sign Review Ordinance.

PROCESS

The ASR process includes detailed eligibility requirements. Only proposals, which meet the eligibility requirements, may be processed through the ASR process.

Signs which do not meet all of the eligibility requirements will be processed under a separate Design Review Application process. The eligibility requirements include the type of material uses, the size of the lettering and logo as well as lighting, location and noise standards.

Step 1 - Filing of Application

Applications must be submitted via email to planning@delmar.ca.us. At the time of submittal, the application will be given a preliminary review to determine if all submittal requirements have been met. A Planning Staff member will review each application for completeness. For an application to be accepted, it must contain all information listed below. Incomplete submittals will not be accepted. Please note that a submitted application is a matter of public record. Therefore, any portion of the application, including plan sets, may be re-produced and distributed to City staff, other discretionary bodies, and the general public for use in reviewing the project proposal.

After the initial submittal of the application, the project will be assigned to a member of the Planning Department for a detailed analysis. The Planner will review the application for completeness and for compliance with the applicable Codes. If it is determined that the application is missing information, or is somehow inconsistent with one or more provisions of the Zoning Code, it will be deemed *Incomplete*. A letter will be sent to the applicant regarding the necessary information and/or changes.

The following items must be submitted as part of the application:

- 1. Application Forms** - Uniform Development Application and ASR submittal Worksheet
- 2. Application Fee**
- 3. Two Sets of Project Plans** that is collated and stapled. No additional loose pages will be accepted.

Project plans shall include all of the information listed below unless otherwise waived or determined not applicable by the Planning Department. Architectural drawings shall use 1/8" or 1/4" scale.

A. Site Plan drawn accurately and to scale, containing the following information:

- Number of Signs
- Proposed Lighting on-site
- A list of all Existing and Proposed Signage
- Location of all Proposed and Existing Signs
- Scale and north arrow pointing to top of page

B. Building Elevations drawn accurately and to scale, containing the following information:

- Proposed signage
- Support structures
- Dimension of signage (including individual logos and lettering)
- Materials for Signs and Supports

- 4. Sign Renderings** – (2) 8.5x11 color copies of the proposed signage.

Step 2 - Posting of “Administrative Sign Review Permit Pending” Sign

At the time of application submittal you will be given an ADMINISTRATIVE SIGN REVIEW PERMIT PENDING sign, which must include a rendering of the proposed signage. The sign must be posted on the site in a conspicuous spot along the street frontage(s) for the subsequent ten (10) working days following the submittal of the ASR application.

Step 3 – Procedure

If staff deems a project to be consistent with the standards and no written comments are received for the project during the 10-day appeal period, the application is conditionally approved. A conditional letter of approval will be sent to the applicant by the Planning Department after the 10-day public review period. The applicant may then begin the separate process of obtaining the Building Permits from True North Compliance by contacting them at building@delmar.ca.us or 858-375-9514 if necessary.

If the City receives a letter or concern within the 10-day notice period, the Administrative Sign Review permit is automatically forwarded to the Design Review Board for review of the application. The application will be heard at the next available Design Review Board hearing, unless the complainant and applicant reach an agreement. If the complainant rescinds, in writing, his/her letter of concern then the project can be conditionally approved.