

# Sign Permit Application



## City of Sierra Madre

232 W. Sierra Madre Blvd.  
Sierra Madre, CA 91024  
(626) 355-7135 Fax (626) 355-2251  
www.cityofsierramadre.com

APPLICANT'S NAME				SIGN PERMIT #	
ADDRESS		CITY	STATE	ZIP CODE	PHONE
LOCATION OF SIGN					
AREA / SQUARE FOOTAGE OF SIGN			DIMENSIONS		
TYPE OF MATERIAL(S)					
NAME OF PROPERTY OWNER				PHONE	
ADDRESS		CITY	STATE	ZIP CODE	
SIGNATURE OF PROPERTY OWNER				DATE	
NAME OF CONTRACTOR				PHONE	
ADDRESS		CITY	STATE	ZIP CODE	
STATE LICENSE NO:			CITY LICENSE NO:		

### Requirements for Obtaining a Sign Permit

Two copies of the plans and elevations must be provided showing:

1. Sign height, size, color, type, style, elevation above final grade level, method of illumination and materials for the proposed sign.
2. Locations, size and height of all signs and structures existing on the premises at the time of making the application.
3. Position of sign and its relations to adjacent building or structures.
4. Plot plan of property showing lot dimensions and building dimensions.

Review of Sign Applications:

1. Staff Review: All signs must be reviewed by the Planning & Community Preservation Department. Staff may approve, approve with modification, or deny said application.
2. Appeals of staff decision can be made to the Planning Commission.

Review Criteria: For approval, signs must meet the following criteria:

1. Sign permit approval is necessary for the applicant's enjoyment of substantial trade and property rights.
2. Sign is consistent with the intent and purpose of Chapter 17.72 (Signs) of the Sierra Madre Municipal Code.
3. Approval of sign permit does not constitute a detriment to the public health, safety, and welfare.
4. Size, shape, color and placement of the sign are compatible with and bear a harmonious relationship to the building it identifies.
5. Both the location of the proposed sign and design of its visual element: lettering, colors, decorative motifs, spacing and proportions must be legible under normal viewing conditions prevailing where the sign is to be installed.
6. The location and design of the proposed sign will not obscure from view or unduly detract from existing adjacent design.
7. The location and design of the proposed sign, its size, shape and color will not detract from existing or cause depreciation of the value of adjacent developed properties.
8. The location and design of a proposed sign in a commercial or manufacturing district in close proximity to and "R" district will not have any adverse effect on the value and character of the adjacent "R" district.

*On the back, please sketch your sign and its dimensions and include a site plan with your application.*