



SIGN PERMIT APPLICATION

PLANNING DIVISION

315 Maple Avenue, South San Francisco, CA 94080
 Phone: (650) 877-8535 Email: planning@ssf.net Website: www.ssf.net/planning

Where can I find standards for signs?

Sign standards and permit requirements can be found in Chapter [20.360](#) of the South San Francisco Municipal Code.

What type of sign am I proposing?

TYPE A. Temporary and permanent signs with a maximum freestanding height of six feet or less and have a maximum surface area of 25 square feet or less that are used by individual business establishments.

TYPE B. Signs with a freestanding height of more than six feet and less than 10 feet and have a maximum surface area of more than 25 square feet and less than 100 square feet that are used by individual or multi-tenant businesses.

TYPE C. Signs with a freestanding height of 10 or more feet and less than 20 feet and have a maximum surface area of 100 or more square feet and less than 300 square feet that are used by individual or multitenant businesses.

MASTER SIGN PROGRAM. A set of sign standards establishing an overall set of design and placement requirements for signs. Master sign programs shall meet the requirements and findings in accordance with Section [20.360.010](#).

Master sign programs are required for the following:

1. New nonresidential developments of two or more separate tenants that share either the same parcel or structure and use common access and parking facilities (e.g., shopping centers, malls, office complexes and industrial parks);
2. New multi-family residential developments of 100 or more units; or
3. Whenever five or more signs are proposed for a building or site with one or more tenants.

SPECIAL CIRCUMSTANCE SIGNS. Types, heights and sizes of signs that do not comply with general sign regulations may be considered if there are unusual site conditions, unique requirements or other design factors, as listed under SSF Municipal Code Section [20.360.011](#). Special Circumstance signs are also subject to Type C sign permits.

What does my application need?

	PERMIT TYPE		
	Type A	Type B	Type C / Master Sign Program / Special Circumstance Sign
Review	Chief Planner (review and decision)	Design Review Board (review) & Chief Planner (decision)	Design Review Board (review) & Planning Commission (decision)
Application Fees	Check with Planning Staff on applicable fees from the Master Fee Schedule	Check with Planning Staff on applicable fees from the Master Fee Schedule	Check with Planning Staff on applicable fees from the Master Fee Schedule
Application Form	1 copy	1 copy	1 copy
Plan Set (see Submittal Details)	2 copies	7 copies	7 copies
Sample Materials and Colors	1 copy	1 copy	1 copy
Photographs (see Submittal Details)	1 copy	7 copies	7 copies
Electronic Copy	PDF copy	PDF copy (required)	PDF copy (required)

Submittal Details

PLAN SET

A. General Requirements

1. **Plan Set Size.** Plans prepared on 11" x 17" sized paper (and folded to 8.5" x 11")
2. **Contact Information.** Name, address and phone number of the applicant and the professional who prepared the plans.
3. **Scale.** Architectural plans scaled at 1/8" =1'. Site plans scaled at 1"=30'. Drawings should be oriented to the north.

B. Site Plan

1. **Location Map.** Map indicating the subject parcel(s) and adjacent streets.
2. **Site Plan.** Site plan dimensioned accurately and includes the following:
 - a. **Legal Boundaries.** Boundary lines, easements, streets, right-of-ways, trails, paths, utility poles and the like.
 - b. **Buildings.** All existing and proposed buildings and structures.
 - c. **Signs.** Location of existing and proposed signs. Size of freestanding signs and distances to property lines and buildings.
 - d. **Lighting.** Location, height, size and wattage of exterior lighting.
 - e. **Landscaping.** Landscaping for any monument signs, in accordance with Section [20.360.006\(L\)](#).

C. Sign Drawings and Elevations

1. **Sign Drawings.** Sign drawings indicating the proposed colors, materials, lighting, lettering style, lettering size and dimensions, and the sign size and dimensions. Total area shall be calculated for existing and proposed signs.
2. **Elevations.** Elevations showing the size, location and height of the sign in relation to the building and site. Elevations shall show the materials and colors of the proposed sign and the building.

PHOTOGRAPHS

- A. **For Wall-Mounted Signs.** Provide photographs of the building on which the sign is to be located.
- B. **For All Other Signs.** Provide photographs of the site and surrounding buildings.

Design Principles for Signs

Applications will be reviewed for compliance with sign standards, as well as appropriateness and effectiveness of the sign proposal in the site and its surroundings. In accordance with Section [20.360.003](#) of the Sign Regulations, Design Principles considered include:

- A. **Architectural Compatibility.** A sign (including its supporting structure, if any) should be designed as an integral design element of a building's architecture and architecturally compatible, including color and scale, with any building to which the sign is to be attached and with surrounding structures. A sign that covers a window or that spills over "natural" boundaries or architectural features and disrupts parts of upper floors of buildings is detrimental to visual order and is not permitted.
- B. **Consistency with Area Character.** The size, materials, colors, graphic style, illumination, and other features of the sign shall be in keeping with the visual character of the street or area in which it is proposed. Proposed new signs should reflect the highest quality of design possible for a given area.
- C. **Legibility.** The size and proportion of the elements of the sign's message, including logos, letters, icons and other graphic images, should be selected based on the anticipated distance and travel speed of the viewer. Sign messages oriented towards pedestrians may be smaller than those oriented towards automobile drivers. Colors chosen for the sign text and/or graphics should have sufficient contrast with the sign background in order to be easily read during both day and night hours.
- D. **Readability.** To ensure that signs perform their essential communicative function appropriately, characteristics such as the proportion between different parts of the sign, visibility from important vantage points, and other design features will be considered. A sign message should be easily recognized and designed in a clear, unambiguous and concise manner, so that a viewer can understand or make sense of what appears on the sign. Excessive use of large areas of several colors can create competition for the eye and significantly reduce readability.
- E. **Finish.** Signs must have finished edges with a clean, smooth, consistent surface. Lettering on the sign is to be of complementary size, proportion and font and either carved, routed, painted or applied.
- F. **Visibility.** A sign should be conspicuous and readily distinguishable from its surroundings.

Sign Information

Sign Permit Type	<input type="checkbox"/> Type A <input type="checkbox"/> Master Sign Program <input type="checkbox"/> Type B <input type="checkbox"/> Special Circumstances <input type="checkbox"/> Type C
Proposed Sign (wall sign, awning sign, etc.)	
Sign Dimensions	
Total Sign Area	
Illumination	<input type="checkbox"/> Not Illuminated <input type="checkbox"/> Illuminated (describe type, e.g., internally illuminated letters, back-lit, etc) _____
Detailed Description (if applicable) <ul style="list-style-type: none"> • For Master Sign Programs, include sizes, heights, illumination, color, and other relevant descriptions. • For Special Circumstance Signs, describe compatibility with the building and surroundings. Describe the special circumstances. Use additional sheets, if necessary.	

Applicant and Owner Information

Project Address:	
Zoning Designation:	
Applicant Name:	Property Owner (if different):
Address:	Address:
City/ St/ Zip:	City/ St/ Zip:
Phone:	Phone:
Email:	Email:

AFFIDAVIT

I DECLARE THAT I AM (CHECK ONE) THE OWNER, LESSEE, ATTORNEY OF THE OWNER, OR A PERSON WITH THE POWER OF ATTORNEY FROM THE OWNER OF THE ABOVE PROPERTY INVOLVED IN THIS APPLICATION, AND THAT THE FOREGOING IS TRUE AND CORRECT. **IF YOU ARE NOT THE PROPERTY OWNER, PLEASE INCLUDE A LETTER OF AUTHORIZATION FROM THE PROPERTY OWNER WITH THIS APPLICATION.**

EXECUTED AT _____ CALIFORNIA, THE _____ DAY OF _____, 20_____.

SIGNATURE

FOR OFFICIAL USE ONLY

RECEIPT NO.: _____

FEE: _____

APPLICATION REC'D: _____

- APPROVED DENIED
 CONDITIONALLY APPROVED

STAFF PLANNER

DATE