

City of Woodland

Community Development
Department

Instruction for Filing Comprehensive Sign Plan



520 Court Street ❖ Woodland California ❖ 95695

INSTRUCTIONS FOR FILING COMPREHENSIVE SIGN PLANS

PURPOSE:

The purpose and contents of comprehensive sign plans are described in Section 25-24-40-C. of the **Sign Ordinance**: “At the option of the owner or developer, a comprehensive sign plan may be provided for groups of businesses or for the whole of a shopping center development. Such a plan may regulate the location, size, height, color, lighting, orientation, and types of signs in the included area. The plans shall contain the signature of the owner and/or developer and that written and graphic information required to fully describe what shall and shall not be permitted in the development. Those plans that comply with this article’s regulations may be approved by the Zoning Administrator. Those plans that do not comply with this article’s regulations (the Sign Ordinance) in any manner may be approved by the planning commission if the plans conform to the intent of the article and result in an improved relationship between the various parts of the development.”

The **Community Design Standards** also reference comprehensive sign plans: “For commercial development with multiple tenants, a comprehensive sign program for the entire center is required. Such development shall utilize a single monument sign on each street frontage that identifies the overall name of the center. Signs for individual tenants shall be incorporated into the design of the project consistent with the other guidelines and standards for signage contained in these Standards and the City Sign Ordinance.” (From Sign Standard #5, Page 52). Comprehensive sign plans subject to the Community Design Standards must conform to the “Sign Standards” and the Sign Ordinance.

WHEN REQUIRED:

Community Design Standards:

Comprehensive sign plans are required as a component of the design review of projects subject to the Community Design Standards. This includes all new exterior construction (including exterior modifications to existing buildings) in major expansion areas and along major corridors and entryways. The location of expansion areas should be reviewed with City staff. Note: the Southeast Area Specific Plan and Spring Lake Specific Plan planning boundaries are considered major expansion areas. Major street corridors and gateways include Main Street, Interstate 5, East Street, County Road 98, and State Route 113. The Community Development Director and his/her staff handle the task of design review for projects that do not require Planning Commission approval. Comprehensive Sign Plans are optional when not required by the Community Design Standards or applicable Specific Plans.

Sign Ordinance Provisions:

In cases where a project is not subject to design review through the Community Design Standards or an applicable Specific Plan and an owner or developer desires to improve the quality of signs for a group of businesses or a shopping center through improved controls and standards then a comprehensive sign plan may be approved by the Zoning administrator. Where an owner or developer requests a minor variation(s) from the Sign Ordinance through a comprehensive sign plan then the Planning Commission may approve the plan provided that they make the following finding: “the plan will conform to the intent of the article and result in an improved relationship between the various parts of the development.” In cases where a variation from the Sign Ordinance is requested the Commission will typically seek improved sign design and materials upgrades as a tradeoff.

PRE-APPLICATION REVIEW:

Pre-application review between the project sponsor and planning staff is always encouraged in order to discuss applicable City codes and development standards. Additional requirements that may be required can also be determined at this time. By meeting with staff early in the review process, many issues can be resolved which would otherwise cause later delays. Information on pre-application review can be obtained from any of the staff planners.

An appointment can be made for pre-application review of your project with City staff.

APPLICATION:

The submittal requirements for comprehensive sign plans are listed on the reverse side. For Zoning Administrator review 5 sets of plans are required. For Planning Commission review twelve sets of plans are required. If you have any questions regarding a submittal, contact the Planning Department for assistance. Once submitted, the plans will be reviewed for completeness. You will be contacted if additional information is required. All sets of plans should be prefolded to an 8 1/2” by 11” size.

ENVIRONMENTAL REVIEW:

On premise signs and sign structures are exempt under CEQA (Section 15311. Class 11 Accessory Structures).

ACTION:

Zoning Administrator Review:

Once an application is determined to be complete, it is formally accepted. Copies of the application are sent to review agencies and departments. No public meeting is required for Zoning Administrator review of comprehensive sign plans. The Zoning Administrator is the Community Development Director or his/her designated appointee. A staff member, acting as the Zoning Administrator, will recommend approval, conditional approval, or disapproval of the plans. The Zoning Administrator's decision is made within 30 working days of the acceptance of an application as complete. A copy of the Director's action is mailed to the applicant following the decision.

The Zoning Administrator's decisions are final unless appealed within 10 calendar days of the date of action. Zoning Administrator decisions may be appealed to the Planning Commission. Information on appeals may be found in a separate information sheet. An approved project may not commence construction until the close of the appeal period, and until all applicable permit approvals have been secured. Requirements for related permits or licenses should be discussed with the following departments:

Building Permit	---	Building Division 530/661-5816
Business License	---	Community Development Department 530/661-5820
Sign Permit	---	Planning Department 530/661-5820

Planning Commission Review:

The Planning Commission reviews comprehensive sign plans for projects requiring a conditional use permit, planned development use permit, master plans, design review or other entitlements. The Planning Commission also reviews comprehensive sign plans for projects not otherwise subject to their review when the plan would vary in any way from sign ordinance criteria.

The Planning Commission is made up of seven individuals appointed by the City Council who are charged with the responsibility of approving or denying requests for development. The Commission meets the first and third Thursday of each month at 300 First Street. Meetings are located on the second floor of City Hall in the City Council chambers and begin at 7:00 PM.

Planning Commission comprehensive sign plan review can take from 2-3 months to process, depending on staff's current workload. This time frame includes certain minimum timeline requirements stipulated by State law for agency review and public noticing.

The Community Development Department staff has established a goal of processing applications as rapidly as possible within applicable legal constraints.

APPEALS:

Any person dissatisfied with the decision of the Planning Commission may appeal to the City Council. Appeals must be filed with the City Clerk's office in writing within 14 days of the Planning Commission action. A fee will be assessed according to the enclosed fee schedule. Decisions by the City Council regarding appeals are final.

SUBMITTAL REQUIREMENTS:

To file a comprehensive sign plan application, the following items must be submitted:

1. A completed application form (original only)
2. Filing fees (see fee schedule for correct amount). Checks should be made payable to "City of Woodland."
3. Photographs of the site and existing buildings
4. Proposed Sign Guidelines (original only) including the following minimum information:
 - a. table of contents
 - b. purpose and intent
 - c. glossary
 - d. procedures for sign review, approval & securing permits
 - e. sign guidelines including sign construction specifications, materials and colors, attachment
 - f. types of project signs (based on a hierarchy of signs by type of tenant and location including specifications for Anchor Tenants, Minor Tenants, In-Line Shops and Pads), summary tables
 - g. letter heights, placement of signs with accompanying diagrams and typical building elevations
 - h. number of signs allowed, width of sign area, area limits
 - i. miscellaneous guidelines pertaining to entry, window and under canopy signs and prohibited signs

For Zoning Administrator review provide 5 sets of the following and for Planning Commission review provide 12 sets of the following:

5. Sign elevation drawings by tenant type, sign type and location which are keyed to the Sign Guidelines and site plan. Elevation drawings to include section details showing how wall and canopy signs are attached to buildings.
6. Building elevations including future locations of signs. Indicate all exterior building features as existing or new, to be repaired or replaced. For new construction provide all views which will have signs attached. For Design Review projects provide colored renderings of building elevations with proposed signs shown and provide color and material sample board for proposed monument signs and freeway signs.
7. Copies of the site plan, drawn to scale, which clearly and accurately show:
 - a. Date, north arrow, scale and vicinity map.
 - b. Name and address of owner or owners of record and Sign Company.
 - c. Locations and dimensions of tenant lease spaces keyed to Sign Guidelines text
 - d. All property lines (with dimensions indicated)
 - e. Location of all existing or proposed structures including ground sign/monument sign locations.
 - f. Existing frontage improvements (curbs, gutters, sidewalks, edge of paving, etc.) and adjoining streets and alleys.
 - g. Existing or proposed driveways, pedestrian walkways, off street parking and circulation
 - h. Existing improvements including, street lights, buildings, fences and walls, landscaping areas, pedestrian plazas and walkways

For further information, contact the Woodland Planning Department at: City Hall, 300 First St., Woodland, CA 95695 (530)661-5820

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