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SIGN REGULATIONS

PURPOSE

Chapter 18.10 of the Cloverdale Zoning Ordinance establishes regulations for the design, construction, location and maintenance of signs that balance the needs of residents, businesses, visitors and institutions for adequate identification, communication, and advertising, with the objectives of protecting public health, safety, and general welfare and promoting a well-maintained and visually attractive community, consistent with State and Federal law.

PERMITS REQUIRED

1. An Administrative Sign Permit is required for signs on properties with two or less separate permitted uses and a total aggregate sign area of 100 feet or less, monument signs less than 8 feet high and for signs under the Downtown Sign Program. Administrative sign permits are subject to the review and approval of the Planning Director. A public hearing is not required for approval of an Administrative Sign Permit.
2. A Planned Sign Program is required for any sign request that does not qualify for an Administrative Sign Permit. A Planned Sign Program is a master sign plan for all intended signs for a site or building. Planned Sign Programs are subject to the review and approval of the Planning Commission at a public hearing.

PERMITTED SIGNS

The following is a brief list of signs which may be approved with an Administrative Sign Permit or Planned Sign Program for residential, public/quasi-public and business uses. Please see Zoning Ordinance Chapter 18.10 for more detailed information, including development standards.

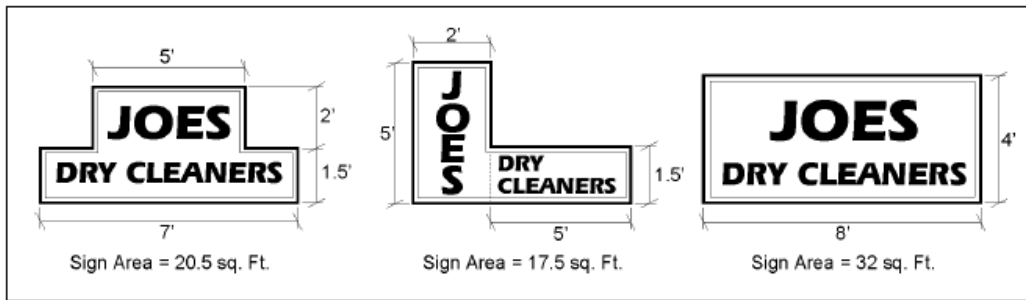
1. Nameplates: One wall-mounted nameplate of not more than one square foot in area.
2. Identification signs: One non-illuminated identification sign of not more than six square feet is allowed for each street frontage for multi-family dwelling complexes, public and quasi-public uses and bed and breakfast inns.
3. Bulletin Boards: One non-illuminated bulletin board of not more than 20 square feet for public/quasi-public uses.

4. Wall Signs for Public/Quasi-Public Uses: One non-illuminated wall sign of not more than 10 square feet per building face fronting on a public street.
5. Individual Business Signs: The maximum aggregate sign area allowed for each business shall be one square foot of signage for each lineal foot of a business frontage with a public entrance that faces a public street or sidewalk. The following types of signs are allowed for each business frontage, but the total square footage may not exceed the permitted sign area.
 - a. One wall sign
 - b. Window signs
 - c. Awning/canopy signs
 - d. Projecting signs
6. Directory Signs: One directory sign may be placed on a wall without a public entrance if the wall faces a public street, walkway, public parking area, or parking area under the same ownership as the building where the sign is to be located.
7. Monument Signs: A maximum 70 square foot monument sign of up to 8 feet in height sign is allowed for sites with two or more businesses with an integrated site and design plan.
8. Shopping Centers: A maximum 200 square foot center sign of up to 15 feet in height is permitted for retail shopping centers with over 40,000 square feet in site area.
9. Marquee Signs: Limited to theaters, performing arts facilities, conference venues or similar uses.
10. Downtown Sign Program: Businesses in the Downtown Commercial or Downtown Support Districts are permitted to have off site signs (if erected by the City) to direct customers to locations. In addition, businesses in the Downtown Commercial District may have "A" frame signs if they conform to specific standards.
11. Temporary Signs: Temporary signs, including banners or advertising displays constructed of cloth, canvas, cardboard or other light materials, may be erected for 30 days on private property.

All signs must be maintained in good condition.

SIGN AREA

The surface area of a sign is calculated by enclosing the extreme limits of all writing, logos, representations, emblems, or other displays within a single continuous perimeter composed of squares and rectangles, not including the supporting structure. For double-faced signs, only one side shall be counted as the total area. Where the faces are not equal in size, the larger sign face shall be used as the basis for calculating sign area. See example below.



APPLICATION SUBMITTAL REQUIREMENTS

1. Application form completed and signed by the applicant and property owner.
2. Drawings depicting all signs with dimensions and a plot plan demonstrating where the signs will be located.
3. Application fee
4. For a Planned Sign Program: Mailing list inclusive of all property owners within a 300' radius of the subject property, and two sets of mailing labels prepared and certified by a title company.