



Town of Moraga

PLANNING DEPARTMENT
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planning@moraga.ca.us

For Staff Use Only

File : _____

Deposit: _____

SIGN APPLICATION

ADDRESS OF PROJECT SITE: _____

ZONING: _____ APN: _____

PROJECT DESCRIPTION: _____

APPLICANT INFORMATION	OWNER INFORMATION
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NAME: _____ NAME: _____

ADDRESS: _____ ADDRESS: _____

CITY/STATE/ZIP: _____ CITY/STATE/ZIP: _____

PHONE: _____ PHONE: _____

EMAIL: _____ EMAIL: _____

ARCHITECT / DESIGNER	OTHER PROJECT PROPONENT
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NAME: _____ NAME: _____

ADDRESS: _____ ADDRESS: _____

CITY/STATE/ZIP: _____ CITY/STATE/ZIP: _____

PHONE: _____ PHONE: _____

EMAIL: _____ EMAIL: _____

APPLICANT / OWNER AUTHORIZATION

CHOOSE ONE:

- I am the property owner and hereby authorize the filing of this application.
- I am the applicant and am authorized by the owner to file this application.

By signing below the applicant acknowledges the Town of Moraga deposit account system and agrees to pay any additional charges that may be incurred beyond the initial deposit.

SIGNATURE & DATE: _____

DESIGN REVIEW PROCESS

1. Cost: Applications for Zoning Administrator and Design Review Administrator approval of permanent signs require a deposit of **\$500.⁰⁰**.
2. Time Limits: Within 30 days after submittal, planning staff will make a determination as to whether the application is complete or incomplete, in accordance with the Permit Streamlining Act. A design review application must be approved or disapproved no more than 60 days after the application was determined complete unless both the applicant and the Town agree to a one-time 90-day extension.
3. Notifying Property Owners in the Vicinity of the Project Site: After the application has been deemed complete, a notice with a description of the project shall be mailed to property owners within 300 feet of the project site. The notice provides for a 10-day public comment period.
4. Review Procedures: The Zoning Administrator will consider compliance with the Sign Ordinance, MMC Chapter 8.88, and with the findings required under MMC Section 8.72.080 and the applicable Scenic Corridor requirements from MMC Chapter 8.132.

COMPLIANCE WITH MORAGA MUNICIPAL CODE CHAPTER 8.88

1. What is the total number of proposed signs? _____.

2. Sign Type/Sign Review:

Zoning Administrator:

- Permanent window signs (non-illuminated)
- Signs conforming to an approved master sign program

Design Review Administrator (externally illuminated or non-illuminates signs):

- Wall sign (50 square feet in area or less)
- Projecting sign
- Awning sign
- Portable sign
- Multi-story commercial building sign

(If the project includes a marquee sign, wall sign over 50 square feet in area, or monument sign, or the proposed sign uses internal illumination, then it will require review and approval of the a Design Review Board)

3. **Complete the table below.** Describe the type location (“north, east, south, west wall, etc.”) and size of existing and proposed signs on premise:

Sign Type	Proposed/ Existing	Location of Sign	Dimensions (Height/Width/Depth)	Area of Sign (Square Feet)

4. Is the aggregate area for all existing and proposed wall, monument, multi-story commercial building, window, awning, signs on the premise greater than 150 square feet?.....(YES / NO)

5. Will any proposed sign be illuminated?(YES / NO)

6. Will there be signs installed on more than two frontages of any one premise?.....(YES / NO)

7. Will any proposed signs project above the roof line or ridge line of a building to which it is attached?(YES / NO)

8. What is the length of the primary business facade? : _____

9. Is the sign subject to a master sign program? ?.....(YES / NO)

Please answer questions pertaining to the proposed sign type(s):

10. Wall Signs

a. Will the sign be located below the building eave or parapet, including the eave of a simulated mansard roof?.....(YES / NO)

b. Will the sign be 100 square feet in area or less?(YES / NO)

c. Will the sign project more than 1-foot horizontally from a building(YES / NO)

d. Will the sign be less than 15 feet in height above the ground?.....(YES / NO)

11. Multistory Commercial Building Signs

a. Will there be more than one sign per building?.....(YES / NO)

b. Will the sign be located below the top parapet?.....(YES / NO)

c. Will the sign be 100 square feet in area or less?(YES / NO)

d. Will the sign use only individual letters and logos?.....(YES / NO)

12. Window Signs:

a. What is the area of the window? : _____

b. Will any proposed sign exceed 20 percent of the window area?(YES / NO)

c. Will there be more than two identical signs?(YES / NO)

d. Will there be more than one sign per 15 linear feet of primary building façade(YES / NO)

13. Projecting Signs (e.g. shingle signs)

- a. Will there be more than one projecting sign per business?.....(YES / NO)
- b. Will the sign be 5 square feet in area or less?(YES / NO)
- c. Will the sign extend more than 6-feet from a building?(YES / NO)
- d. Will the sign be lower than 7-feet 4-inches above the finished grade?.....(YES / NO)

14. Awning Signs:

- a. What is the area of the awning? : _____
- b. Will any proposed sign exceed 30 percent of the awning area?(YES / NO)
- c. Will there be more than two identical signs per frontage?(YES / NO)
- d. Will the sign be lower than 8 feet above the finished grade?.....(YES / NO)

15. Portable Signs (e.g. A-frames):

- a. Will there be more than one portable sign per premise?(YES / NO)
- b. Will the sign be 6 square feet in area or less per face (maximum 2 faces)?.....(YES / NO)
- c. Will the sign exceed 4 feet in height?(YES / NO)
- d. Will the sign be made of durable materials (e.g. wood, metal)?(YES / NO)

ADDITIONAL INFORMATION FOR SIGN ANALYSIS

1. Are the proposed signs within 500-feet of a designated scenic corridor in Moraga? (Scenic corridor roads that are adjacent to commercial and office zoned properties include: Moraga Road, Moraga Way, Rheem Boulevard, Canyon Road and St. Mary’s Road).....(YES / NO)
If “YES”, take into account the following requirements:
 - a.) Approval of new signage within a scenic corridor may require existing non-conforming signage on the same property or building to be brought into compliance with MMC Chapter 8.88.
 - b.) Review of signs in a scenic corridor is subject to the provisions in MMC Chapter 8.132 (Scenic Corridors). Applicants are advised to review Section 8.132.050 (Development Guidelines).

2. Will the project require removing: 1) indigenous trees to Moraga, such as oak, bay, redwood, toyan and knobcone pine; and/or 2) trees that are 5-inches or more in diameter or that have multiple trunks with a total perimeter of 40-inches or more measured 3-feet above grade?.....(YES / NO)
If “YES” answer the questions below and file a Tree Removal Permit application:
 - a.) How many trees would be removed for the project? _____
 - b.) Identify the trees: _____
 - c.) Exceptions can be made for any trees located closer than 5-feet to an existing structure and trees located in a right-of-way and deemed to be hazardous by the Public Works Superintendent.

3. Does installation of the proposed signage require modification of the existing grade or a change to the drainage?(YES / NO)
If “YES”, answer the questions below and refer to the Town’s Design Guidelines on grading, drainage and erosion control:
 - a.) Does the project comply with the design guidelines for grading and drainage?..... (YES / NO)
 - b.) Will the project involve grading more than 50 cubic yards of soil?(YES / NO)
If “YES,” then a grading permit will need to be filed.

4. Will the construction of any free-standing sign require the installation of a new planting island or modification of a parking lot?(YES / NO)
If “YES” landscaping plans will need to be submitted for the new planting island and existing landscaping may require improvement plans. If any parking spaces are being removed then information on the required parking for the proposed use will be needed to justify the total number of

parking spaces on the project site.

5. Does the sign include plans for construction or grading on a slope 20% or greater?(**YES / NO**)
If "YES", then a hillside development permit will need to be filed. (Please note that the Planning Commission must approve the project design and a hillside development permit if this is the case).
6. Are the signs subject to specific design criteria for a shopping center or office complex? (**YES / NO**)
If "YES", provide confirmation that the proposed signage complies with the graphics program established for the shopping center or office complex.
7. Compliance with the Town of Moraga Design Guidelines:
- a.) Does the sign have the same character and quality of design as the exterior architecture of the property and area where it is located?(**YES / NO**)
 - b.) Will the location of the sign impair the use of the property or conflict with the visibility, location or arrangement of existing adjacent signs?(**YES / NO**)
If no, the sign cannot be approved.
 - c.) Are the signs related to their surroundings in terms of size, shape, color, texture, and lighting so that they are complimentary to the overall design and not in competition with other signs? (**YES / NO**)
 - d.) Are the signs subtle, unobtrusive, conveying their message in a clear, legible fashion? (**YES / NO**)
 - e.) Are the proposed signs vandal-and weather-resistant?(**YES / NO**)
 - f.) Is any proposed external spot or flood sign lighting arranged so that the light source is screened from view, and so that the light is directed against the sign and does not shine onto adjacent property nor into the eyes of motorists or pedestrians?(**YES / NO**)
 - g.) Will internally or externally illuminated signs be used?(**YES / NO**)
If so, is the illumination necessary for location or identification?(**YES / NO**)
 - h.) Do accessory lighted signs conform to any approved sign and design policy for the center, building complex or area where the proposed sign will be located?(**YES / NO**)
 - k.) Are struts, braces, kickbacks or guy wires used to support the proposed signage? ...(**YES / NO**)
If so, please why it is necessary:_____
 - m.) Are non-accessory decorative product type signs, such as beer signs and informative type signs used for purposes of interior design only?(**YES / NO**)
If so, such signs shall be erected only within the business establishment and shall be located no closer to an exterior window or open doorway than 6 feet.

If the proposed signage does not meet all of the Moraga Design Guidelines, please explain why an exception to the Design Guidelines should be considered by the reviewing authority:

SUBMITTAL REQUIREMENTS

Carefully review the submittal requirements listed below. Please be advised that an incomplete application may be returned to the applicant with no action taken. Some specific types of information may not apply to your particular project and some items may only be required in certain circumstances.

- 1. Complete application form and the appropriate fee.
- 2. A written statement including the following applicable situations:
 - a. Describe any specific design characteristics of the proposed signs, such as colors or corporate logo, which are important and cannot be changed without altering a registered service trademark.
 - b. Describe any constraints to the placement or visibility of sign(s).
- 3. 8 copies of the plans are required. One complete set of plans may be submitted for checking by staff prior to submittal of the 8 copies.
- 4. Title Block on Plans:
 - a. Project name, address and assessor parcel number of the property.
 - b. Date(s) the plans were prepared and/or revised.
 - c. Name and telephone number of the applicant.
 - d. Name and telephone number of the person preparing the plans.
- 5. Site Plan. Plans must include the following:
 - a. Scale should be one inch equals 20 feet or larger, with a north arrow and dimensions of the property. The plan should be oriented so north points to the top of the sheet.
 - b. Location and name of adjacent streets.
 - c. Location of buildings on the property.
 - d. Identify each proposed sign with letters or numbers (Sign-A, Sign-B, etc.) so that the location of the signs can be easily referred to in written statements and cross-referenced with the elevation and detail drawings.
 - e. Location of any existing free-standing signs in the shopping center or office complex.
 - f. Location of other improvements on the lot such as paved parking areas and planting islands. Show location of the driveways and pedestrian walkways between the site and the public street(s).
 - g. If any parking will be removed to accommodate the new signs, show the dimensions and quantity of existing and proposed off-street parking spaces.
 - h. Show the location of any easements on the property, and the sight distance triangles at street corners with dotted lines. The applicant is responsible to comply with any restrictions on construction within any easement area.
 - i. Show existing trees, rock outcroppings or other natural attributes that may have an impact on the location of signs on the property. If any trees are proposed to be cut down to accommodate the sign(s), these shall be identified on the plan.
 - j. Location of exterior lighting for signs.
 - k. Show the location of fences and existing structures on adjacent properties, if the location of these structures has a bearing on the proposed location of signs.
 - l. Plans for hillside properties (slope greater than 20%) shall show existing topography with the contour interval labeled and not greater than two (2) feet.
- 6. Elevations of Buildings with the proposed signs shown on the elevations.
 - a. The proposed signs shall be shown on the building elevations at a scale of 1/8 inch equals 1 foot, or larger. A larger scale is recommended for smaller buildings.
 - b. Each sign shall be identified with a letter or number (Sign-A, Sign-B, etc.) corresponding to

the site plan drawing.

- c. Include dimensions showing the overall height of the building and the height of signs above the ground.
- d. Show the total wall area of each side of the building where signs are proposed. NOTE: The sign area on each wall cannot exceed 10% of wall area.

□ 8. Details of Signs

- a. Detail drawings of signs shall be at a scale of 1/2 inch equals 1 foot or larger, with the dimensions showing the overall height and width of the sign and the maximum height of the letters on the sign.
- b. Colors and materials shall be noted on the elevations. Samples of the materials shall be provided on a color palette (see 10 below).
- c. Details for either interior or indirect lighting of the signs, if applicable. Include specifications for the lighting. The intensity of lighted signs shall not exceed 5 foot candles of illumination measured at 10 feet from the sign.

□ 9. Color and Materials Palette

- a. Color chips for signs, including samples of plastic, if applicable, and color of frames or cabinets around signs shall be attached to a sheet of cardboard not exceeding 8 inches wide and 14 inches long.
- b. For unusual colors or complex color schemes with three or more colors – submit one colored rendering.

□ 10. Photographs and Renderings

- a. For existing buildings – Submit one or more color photographs of the building.
- b. For sites that are visible from the Town's scenic corridors, a photomontage may be required at the discretion of the Design Review Board, showing an accurate rendering of the building and signs as they will appear from the scenic corridor roadway.

□ 11. If landscaping is required, the submittal shall include the following:

- a. A planting plan, irrigation system plan, plant size and specification list and details for staking of the plants and irrigation specifications.
- b. The landscape plans shall be certified by a registered landscape architect as to professional adequacy.
- c. A maintenance contract must be executed between the owner and a licensed landscape contractor to extend a minimum of eighteen (18) months after installation of the landscaping and a copy of the maintenance contract shall be filed with the Town prior to release of the building permit for the sign.