Submittal Checklist for
CREATIVE SIGN PERMIT

Pursuant to Zoning Code Section 17.48.070, a Creative Sign Permit may be requested in order to allow signage standards that differ from the provisions of the signage standards in the Zoning Code but comply with the purpose and findings of the Creative Sign Permit Process, which are to:

1) *Encourage signs of unique design that exhibit a high degree of imagination, inventiveness, spirit, and thoughtfulness; and*
2) *Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the City, while mitigating the impacts of large or unusually designed signs.*

MINIMUM SUBMITTAL REQUIREMENTS:

This checklist should be reviewed together with a Design & Historic Preservation planner at the Permit Center and must be submitted with the complete application. ***Incomplete applications will not be accepted. Listed below are the minimum submittal requirements for a Creative Sign Permit:***

☐ **ELECTRONIC SUBMITTAL**
All required submittals listed below shall be provided in electronic format via flash drive, email or file transfer to dhpquestions@cityofpasadena.net.

☐ **PLANNING DIVISION MASTER APPLICATION FORM**
Please complete all information on the application form.

☐ **APPLICATION FEE**
Application fees are required for all projects. See the adopted fee schedule (viewable at https://www.cityofpasadena.net/finance/general-fund/fees-tax-schedules/) or consult with Design & Historic Preservation staff to determine the amount of the application fee.

☐ **FINDINGS**
The applicant must provide a written narrative that thoroughly responds in writing to the directives below to demonstrate how the project meets the required findings for the proposed Creative Sign Permit:

1) Design quality. The sign shall:
   a) Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
   b) Be of unique design, and exhibit a high degree of imagination, inventiveness, spirit, and thoughtfulness; and
   c) Provide strong graphic character through the imaginative use of color, graphics, proportion, quality materials, scale, and texture.
2) Contextual criteria. The sign shall contain at least one of the following elements:
   a) Classic historic design style;
   b) Creative image reflecting current or historic character of the City; or
   c) Inventive representation of the logo, name, or use of the structure or business.
3) Architectural criteria. The sign shall:
   a) Utilize or enhance the architectural elements of the building; and

b) Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features and details of the facade.

4) Impacts on surrounding uses. The sign shall be located and designed not to cause light and glare impacts on surrounding uses, especially residential uses.

☐ **DESIGN INTENT COLLAGE**
Provide a Design Intent Collage depicting imagery that generally identifies the overall design concept for the proposed Creative Sign.

☐ **PHOTOGRAPHS**
Provide full elevation photographs of the existing building.

☐ **CREATIVE SIGN PERMIT DRAWINGS**
The Creative Sign Permit Drawings shall contain the plans, elevations and details of the signage that is proposed to be installed on the property.

☐ Site & building floor plans identifying locations of proposed signage. The site plan shall include locations of buildings, structures, driveways, walkways and landscaped areas. If a freestanding or projecting sign is proposed, any existing freestanding or projecting signs to remain on the property or on adjoining properties must also be included. Indicate the dimensions of the building frontages on which the signage is proposed.

☐ Building elevations in color identifying proposed locations and design of signage identified on the site and building floor plans. Indicate the dimensions of the proposed signage. Color photographic simulations of the existing building with an accurate representation of the proposed signage, including its dimensions, may be provided in lieu of building elevations.

☐ Large-scale elevations, sections and design details of signage identified in the building floor plans and elevations, including, where applicable, method of attachment to walls or other surfaces, sign depths/thicknesses, method of lighting including any proposed raceways or background panels, and proposed materials.

☐ Materials specifications. Provide manufacturer's specifications and physical samples for all materials proposed to be utilized in the signage proposed in this application. Physical samples are not required for common signage materials such as acrylic and aluminum. Provide manufacturer specifications of any exterior lighting fixtures proposed. If a painted mural is proposed, provide physical paint chips from the paint manufacturer and ensure that the building elevations accurately identify the proposed color names/numbers from the manufacturer.