



# CITY OF MORRO BAY

## SIGN PERMIT

Public Services Department  
Planning Division

955 Shasta Avenue  
Morro Bay, CA 93442  
(805) 772-6577

### Introduction

The City's Sign Ordinance, Title 17.68 of the City of Morro Bay Municipal Code, contains regulations for the various types of signs allowed.

The Sign Ordinance of the City of Morro Bay is intended to create a comprehensive and balanced system of sign regulations that facilitate communication and simultaneously serve various public interests. These standards have been put in place to provide for equal treatment of sign users, promote commerce, while also preserving and improving the appearance of the City.

### Sign

A "sign" is any device, structure, fixture, or placard displaying graphics, symbols, and/or written copy for the primary purpose of communicating with the public, when such sign is visible from any right-of-way.

### Sign Permits

Most signs require a sign permit. Below are some examples of the more common sign types requiring permit approval by the City's Planning Division.

- Wall signs
- Freestanding/monument signs
- Directory signs

### Signs Not Allowed

Several types of signs are expressly prohibited in the City of Morro Bay.

- Inflatable signs (including balloons)
- Off-site signs
- Moving/flying or flashing signs

- Vehicle mounted signs, or vehicles displayed as signs
- Home business signs
- A-Frame signs/Banners

### Permit Costs

The basic fee for most sign permits is \$84. For more information, please consult the Master Fee Schedule. If the sign installation requires electrical, lighting, or other structural alterations, applicants should contact the Building Division at (805) 772-6267 for building permit information.

### Permit Required

No sign shall be erected or altered, including painted signs, without first obtaining a permit to do so from the Public Services Director or the authorized representative, except as otherwise provided in the Municipal Code. No permit shall be issued for any sign which does not conform to adopted sections of the Uniform Building Code, Uniform Sign Code and to other applicable provisions of the construction standards of the City. The Public Services Director may apply reasonable conditions to the approval of a sign permit to help ensure compliance with this chapter.

### Sign Review Criteria

The allowed number and area of signs are intended to be maximum standards which do not necessarily ensure architectural compatibility. Therefore, in addition to the enumerated standards, consideration shall be given to a sign's relationship to the overall appearance of the subject property. Simplicity and sign effectiveness shall be considered along with the criteria listed below in review of signs. In approving a sign

permit or sign exception permit as provided for in Municipal Code Section 17.68.070 the reviewing body must find that these criteria are met:

1. The sign is consistent with the intent and purpose of this chapter;
2. The sign does not constitute a detriment to public health, safety, and welfare;
3. The size, shape, color, materials, design and location of the sign are compatible with and bear harmonious relationship to all signs on a parcel and to the use, as well as to the neighborhood and surroundings;
4. Signs on all proposed buildings or new additions to existing buildings are designed as an integral part of the total building design;
5. The location of the proposed sign and the design of its visual elements (lettering, words, figures, colors, decorative motifs, spacing and proportions) are legible under normal viewing conditions prevailing where the sign is to be installed;
6. The location and design of the proposed sign does not obscure from view or unduly detract from existing or adjacent signs;
7. The location and design of the proposed sign, its size, shape, illumination, and color does not detract from or interfere with or intrude upon adjacent properties or their occupants;
8. The location and design of a proposed sign in close proximity to any residential district does not adversely affect the value or character of the adjacent residential district; and
9. Review of signs at city entryways as defined in the City's scenic highway elements shall also be subject to the following provisions:

- a. Sign area, height and location shall be designed so as not to interfere with view corridors as defined and specified in the coastal plan/coastal element.

### **Exceptions**

The following signs or modifications to signs shall not require a sign permit. These exceptions shall not be construed as relieving the owner of the sign from the responsibility of its safe erection and safe and attractive maintenance, and its compliance with applicable provisions of this chapter or any other law or chapter regulating the same.

1. *Changing Copy.* The changing of the advertising copy or message of an approved sign specifically designed for the use of replaceable copy;
2. *Maintenance.* The electrical, repainting or cleaning maintenance of a sign;
3. *Nameplates.* Signs not exceeding one square foot in area and bearing only property numbers, post box numbers, or names of the occupants of premises;
4. *Government Flags.* Flags and insignia of any government, except when displayed in connection with commercial promotion;
5. *Legal Notices.* Legal notices, identification information, or directional signs erected by government bodies;
6. *Architectural Features.* Integral decorative or architectural features of buildings except letters, trademarks, moving parts or lights;
7. *Traffic Direction Signs.* Signs directing and guiding traffic and parking on private property, not exceeding three square feet in area but bearing no advertising matter;
8. *Announcement Signs.* One sign per street frontage on real property where

construction, structural alteration or repair is to take place, or is taking place, which contains information regarding the purpose for which the building is intended and the individuals connected with the project, including names of architects, engineers, contractors, developers, finances and tenants, provided the area of such sign shall not exceed sixteen square feet in area;

9. *Real Estate and "Open House" Signs.* During the period which real estate is offered for sale or lease, one sign per frontage not exceeding four square feet in area in R-1 or R-2 residential districts, or eight square feet in other districts, advertising the sale, lease, or rent of the property upon which it is located and the identification of the person or firm (agent) handling such sale, lease or rental. Such signs shall not exceed six feet in height. No flags or banners are permitted. One off-site "Open House" sign, not to exceed eighteen inches by twenty-four inches in area for providing direction to real estate which is available for inspection and sale, during daylight hours only, for a period not to exceed thirty days and with permission of property-owners of site on which such sign is placed;

10. *Subdivision Signs.* One sign per street frontage, signs not exceeding fifty square feet in aggregate area, for the advertising of the sale of a subdivision may be displayed on the site of the subdivision upon approval of a final map and initiation of construction for a period of one year. The display period may be extended by written approval of the Public Services Director for a reasonable period of time, not to exceed one year at any one time;

11. *Plaques.* Commemorative plaques placed by historical agencies recognized by the city of Morro Bay and County of San Luis Obispo or the State of California, consisting of noncombustible material (e.g. bronze or stone); and

12. *Garage Sale Signs.* One unlighted sign shall be permitted for garage sales, provided such sign shall not exceed four square feet in area and shall be displayed on the property where such sale shall take place and only on the day of said sale.

**For More Information**

Phone:

Planning Division  
(805) 772-6577

Walk-In During Planning Counter Hours:

M, T, Th, F from 1-5 PM  
Public Services Department  
955 Shasta Avenue

Website:

[www.morro-bay.ca.us/planning](http://www.morro-bay.ca.us/planning)



# CITY OF MORRO BAY

Public Services Department  
Planning Division

955 Shasta Avenue  
Morro Bay, CA 93442  
(805) 772-6577

## SIGN PERMIT APPLICATION

**For Department Use Only:**

Case No.: \_\_\_\_\_

Fees Paid:  \$ \_\_\_\_\_

Environmental Review Required:

Yes

No—Categorical Exemption

<b>Property Owner</b>	Name: _____	Daytime Phone: _____
	Address: _____	

I/We, the undersigned owner(s) of record of the fee interest in the above noted land for which an application for a permit, is being requested, do certify that such application may be filed and processed with my/our full consent. The applicant is authorized to act as our agent in all contacts with the City in connection with this matter. I/We hereby grant the City of Morro Bay or any of its authorized agents the right to enter upon the land described herein at any time during normal business hours for the purposes of site inspection in advance of City action on the Land Use Permits; inspection of any construction, grading or other development activities following any land use permit approval or evaluation of the satisfactory completion of development authorized through land use permit approval, including continuing compliance with any conditions of approval.

I certify that I am the legal owner of record and that under penalty of perjury under the laws of the State of California that the foregoing is true and correct. I authorize the following person(s) to act as my agent in processing this sign permit:

\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Applicant/Agent</b>	Name: _____	Daytime Phone: _____
	Address: _____	

### PROJECT INFORMATION

Business Name: \_\_\_\_\_

Description of Project: \_\_\_\_\_

Project Address: \_\_\_\_\_

Assessor Parcel Number: \_\_\_\_\_

Related Planning Case Number(s): \_\_\_\_\_

PROJECT INFORMATION (cont.)			
Type of Development:			
<input type="checkbox"/> Residential	<input type="checkbox"/> Hotel/Motel	<input type="checkbox"/> Theater	<input type="checkbox"/> Produce Stand
<input type="checkbox"/> Commercial	<input type="checkbox"/> Service Station	<input type="checkbox"/> Gov't/Church	<input type="checkbox"/> Nursery
<input type="checkbox"/> Office/Industrial	<input type="checkbox"/> Prof. Care	<input type="checkbox"/> Public Park	<input type="checkbox"/> P-U/OS Zone
Is the property subject to a sign program and/or Specific Plan Criteria: <input type="checkbox"/> Yes <input type="checkbox"/> No (See MBMC§17.40)			
If yes, Specific Plan No: _____			

EXISTING SIGNS			
Type	Number	Sign Area	Sign Height
Pole <input type="checkbox"/>			
Monument <input type="checkbox"/>			
Wall <input type="checkbox"/>			
Projected <input type="checkbox"/>			
Directional <input type="checkbox"/>			
Canopy <input type="checkbox"/>			
Window <input type="checkbox"/>			
Other <input type="checkbox"/> (changeable copy, off premise, etc.)			
Permits issued for existing signs: <input type="checkbox"/> Yes <input type="checkbox"/> No    Date: _____			

PROPOSED PERMANENT SIGNS						
Type	Number Proposed		Proposed Sign Area		Proposed Sign Height	
Pole*						
Monument*						
Wall						
Projected						
Directional						
Canopy						
Window						
Other (changeable copy, off premise, etc.)						

*\* Prior to approval, all proposed pole, monument, and freestanding signs must be reviewed for potential sight distance and visibility issues. Additional information must supplement this application showing how the proposed signage will not encroach into the public right-of-way or present a traffic hazard.*

ADDITIONAL INFORMATION	
Total Building Square Footage:	_____ sq. ft.
Total Building Street Frontage:	_____ linear ft.
Total Signage Allowance:	_____ sq. ft.
Total Existing Signage:	_____ sq. ft.
Remaining Sign Allowance at Present:	_____ sq. ft.
Total Proposed Signage:	_____ sq. ft.
Remaining Sign Allowance After Proposed Sign:	_____ sq. ft.

Applicant/Agent Signature: _____	Date: _____
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## APPLICATION SUBMITTAL REQUIREMENTS

Information on this checklist must be submitted for your project to be accepted for processing, review, and action. These are the **minimum** requirements and additional information and/or plans may be required to evaluate your application following initial review by staff. **An application not containing the necessary information as shown on the checklist will be deemed incomplete and placed on hold.** Check each box to indicate that you have provided the appropriate information.

All plans submitted for sign permits/sign programs shall consist of a minimum of a site plan and sign elevations containing the following information:

### **Site Plan Indicating:**

- 1. North arrow and scale.
- 2. Location of existing buildings or structures, property lines, building setbacks, streets, parking areas, and vehicular access points to the property.
- 3. Location and photographs of all existing signage, and photographs of proposed sign locations.
- 4. The position (orientation) of the proposed sign(s) and its relation to adjacent buildings and structures, property lines and public rights-of-way.
- 5. If a monument sign is being proposed, then the plans must include the dimensions of the landscape areas for all four sides of proposed signage and applicable sight triangle (if at corner 25' setback is required).

### **Elevations Indicating:**

- 6. Building and suite width.
- 7. Storefront entrance location.
- 8. Provide an elevation for all proposed sign(s) which specifies the following:
  - a. Proposed signage location to show the dimensions and area for all proposed sign(s)
  - b. Materials the sign(s) will be constructed of
  - c. Source of illumination
  - d. Proposed sign copy

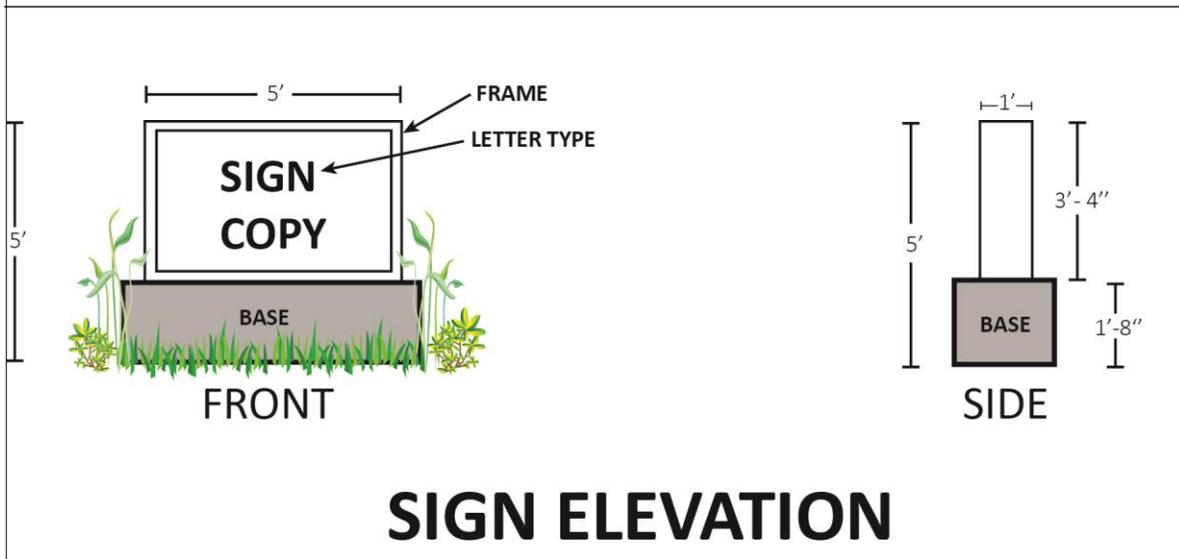
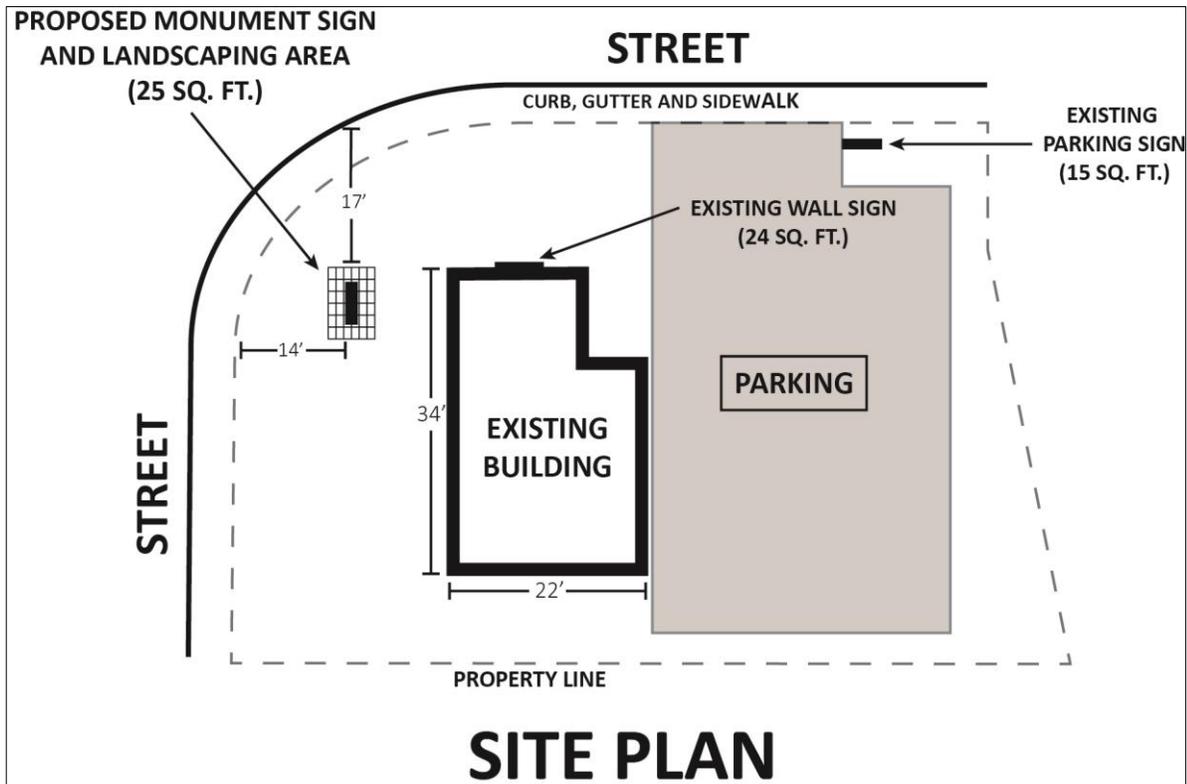
### **Sign Design and Materials Specifications:**

- 9. Color of proposed signage, including color number (copy, background, trim caps and returns).
- 10. Letter style and height,
- 11. Sign length and depth (including that of the sign's supporting members, and details of all connections, guy lines, and supports/footings).
- 12. Identify illuminated or non-illuminated. If illuminated, indicate if external or internal.
- 13. Type of material.
- 14. Method of attachment to any structure

### **Additional Requirements:**

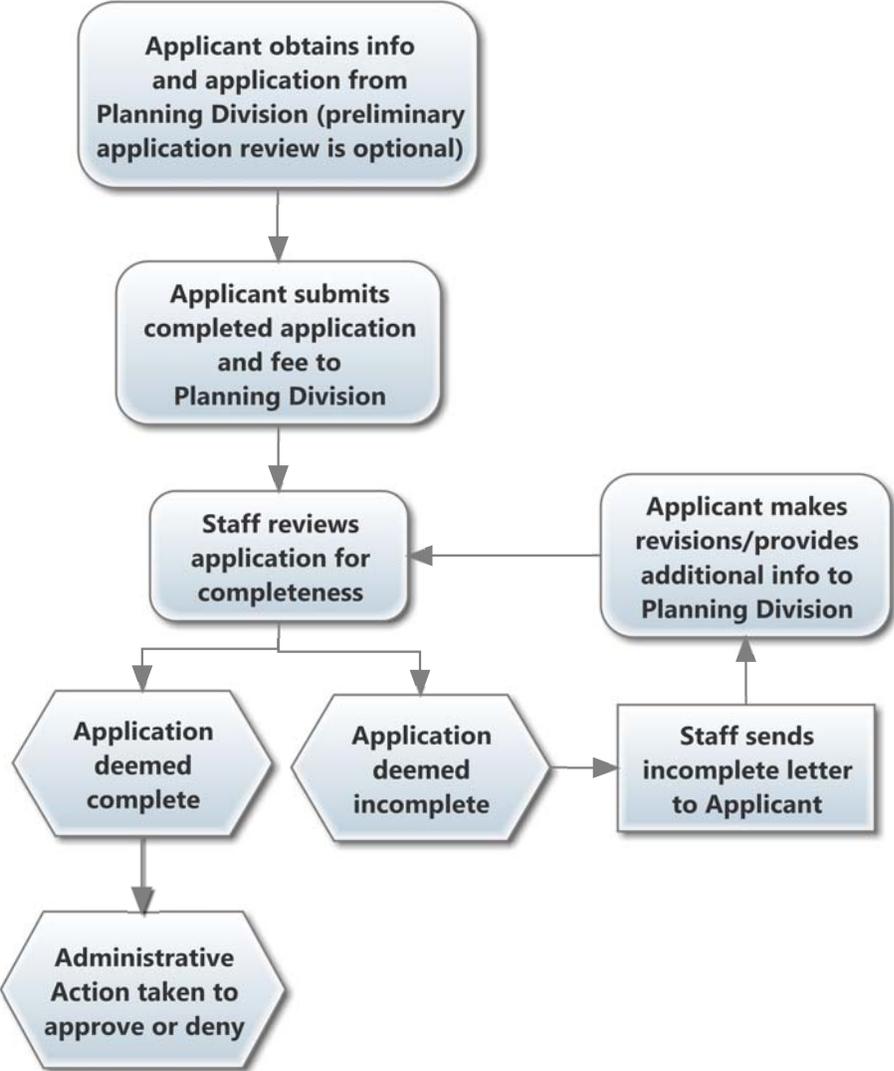
- 15. Completed sign program application, sign program, criteria, and written sign program procedures.
- 16. Two complete sets of plans and copies.
- 17. Project name and applicant name on plans and copies.

Below is a sample site plan and sign elevation:



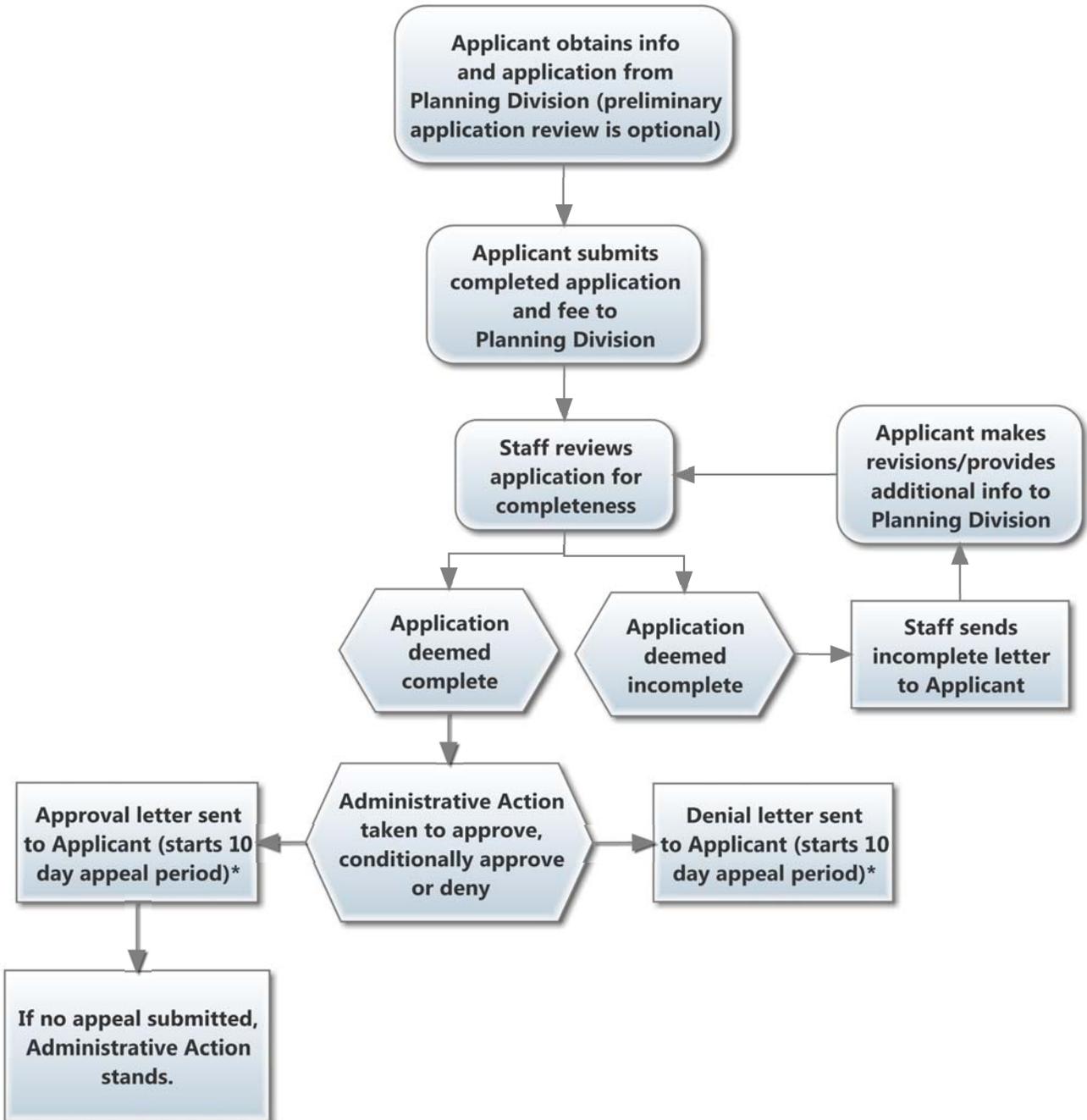


**City of Morro Bay  
Planning Division  
Sign Permit Process**





**City of Morro Bay  
Planning Division  
Sign Permit Exception  
Process**



\*See Appeals handout and flowchart for information on Appeals process