

**CITY OF HOLLISTER  
COMMUNITY DEVELOPMENT DEPARTMENT  
375 FIFTH STREET  
HOLLISTER, CALIFORNIA 95023**

**Telephone (831) 636-4360 FAX (831) 636-4364**

**SIGNS**

**Site and Architectural Review is required for the following signs:  
Freestanding Signs, Projecting Signs and Roof Signs**

IMPORTANT - PLEASE READ AND FOLLOW THESE GUIDELINES CAREFULLY

**I. PURPOSE**

The purpose of Site and Architectural Review for freestanding and other signs is to ensure that proposed signs in the City reflect good design qualities and enhance the general appearance of our community. Among the criteria to be addressed in sign review are location, color, size, height, lighting, landscaping and structures relative to traffic hazards, and the general harmony with surrounding development.

**II. PROCESS**

Step 1 -- Project Consideration

Early in the consideration of a potential sign, the applicant should carefully review the site location in relation to the Zoning Ordinance for the location chosen. It is important that any proposed sign be consistent with the size requirements relative to the particular zoning district in which the property is located.

Step 2 -- Filing of Application

**PLEASE NOTE:** An application must contain the following to be submitted to the Community Development Department

1. A completed and signed application. If the applicant is different than the owner, both signatures are required.
2. 15 copies of the completed plans as specified in the application packet.
3. Self addressed, stamped envelopes for all properties within 300'; please include list when submitting application.

SAMPLE:        APN54-13-16  
                      John Doe  
                      1234 Fifth Street  
                      Hollister Ca 95023

4. The filing fee.
5. Other information needed to complete the application.

NOTE: An item will not be set for Planning Commission review until the plans are determined to be complete by the Community Development Department. The checklist of the Site Plan Requirements and the application included in this application will be used as the basis for this determination.

The applicant will be notified within 30 days whether the application is complete or whether any revisions are necessary.

#### Step 3 -- Development Review Committee

The Staff Development Review Committee (DRC) reviews site and Architectural Review applications. The DRC analyzes the design and location of a proposed sign and formulated conditions of approval to be used by the Planning Commission. Following review by the DRC, the sign request is then forwarded to the Planning Commission for consideration.

#### Step 4 -- Planning Commission Review

The Planning Commission will hold a public meeting, with notice to the applicant, to review the Site and Architectural Review request. The Planning Commission must review and take action on the sign request within 60 DAYS of the Planning Department determination that an application is complete. The Commission may 1) approve, 2) conditionally approve, or 3) deny a sign request. The Commission may also postpone the hearing of the item to a later date or continue its review of an item to another date, usually to clarify information.

#### Step 5 -- Appeals

If the sign request is denied or if the applicant disagrees with the conditions of approval, an appeal may be filed with the City Clerk to be heard by the City Council. NOTE: The appeal must be made within 15 DAYS of the Planning Commission decision.

#### Step 6 -- Final Requirements

Site and Architectural approval is valid for one year from the date of approval. This time limit may be extended upon application to the Planning Commission at least 30 DAYS before the original approval expires. The request needs to state reasons for granting the extension of approval.

Finally, the applicant must make application to the City Building Division for a sign permit. The applicant must submit three complete sets of sign construction plans to the Building Division, which reflects all conditions of approval as set forth by the Planning Commission.

### **III. SITE PLAN AND ELEVATION REQUIREMENTS**

Each application for Site and Architectural Review for Signs must be accompanied with a site plan and elevations as follows:

- \_\_\_ 1. A complete site plan of the property to scale illustrating the following:
  - a. Where the sign is to be located by depicting the distances (setbacks) from property lines and any public right of way.
  - b. The location of all buildings or other structures on the subject property.
  - c. All public and private easements
  - d. Driveway locations, and parking areas.

- \_\_\_ 2. Elevations of the sign including the specifications for square footage of sign area sign height from ground, length and width of sign.
- \_\_\_ 3. A complete description of colors and all materials to be used. A color rendering of the sign is acceptable.
- \_\_\_ 4. If sign is to be internally illuminated, depict interior fixtures and how sign will be served with electricity.
- \_\_\_ 5. For display purposes, one of the plans shall be colored in the manner of the finished sign.
- \_\_\_ 6. Preliminary Title Report, if deemed necessary by the Community Development Department.

The Maximum Freestanding Sign allowed is 50 square feet and a maximum height of 20 feet. Please note: the Planning Commission has discretion in approving the height and size of freestanding signs within the parameters of the Zoning Ordinance.

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**SITE AND ARCHITECTURAL APPLICATION NO.:** \_\_\_\_\_

1. Applicant(s): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone #: \_\_\_\_\_
2. Property Owner(s): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone No. \_\_\_\_\_
3. Property Location: \_\_\_\_\_
4. Assessor Parcel Number(s): \_\_\_\_\_
5. Size of Property (acres or square feet): \_\_\_\_\_
6. Size and Height of Proposed Sign: \_\_\_\_\_
7. Certification: The facts, maps and documents submitted herewith are true, correct and accurate to the best of my knowledge. If the request is granted, I (we) agree that the provisions of City and State Law will be complied with and the conditions, if any, upon which the permit is granted will be carefully observed.

\_\_\_\_\_  
*Owner's Signature*  
Application will not be accepted without owner's signature.  
Date: \_\_\_\_\_

\_\_\_\_\_  
*Applicant's Signature*  
Date: \_\_\_\_\_

**Staff Use Only**

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

Fee: \_\_\_\_\_ Receipt Number \_\_\_\_\_