



Planning & Building Department

401 Grove Street
Healdsburg, CA 95448

707.431.3346

www.cityofhealdsburg.org

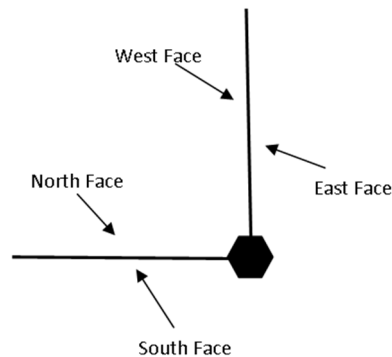
Downtown Directional Sign Application Form

Refer to the Downtown Directional Sign Program Sign Criteria and Application Requirements prior to submitting an application. A fee is due at time of application (see Master Fee Schedule)

Business Information	
Business Name	
Type of Business	

Contact Information	
Contact Person	
Mailing Address	
E-mail Address	
Sign company name	

Requested Sign Location				
Using the map of numbered directional sign posts, indicate which sign post you wish to locate your sign on and the sign face direction				
Sign Location Number				
Sign Face (e.g., north, east)				

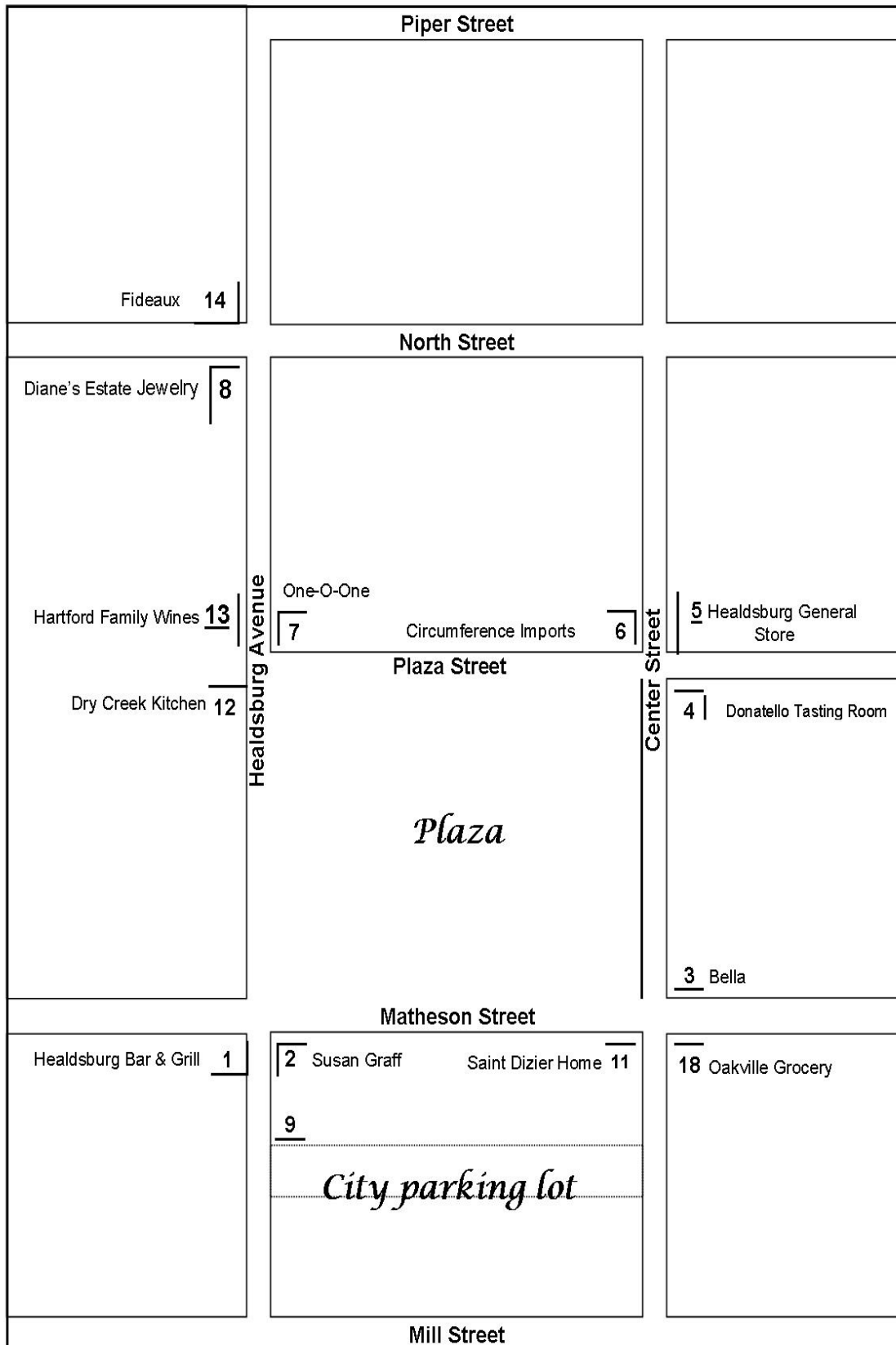


Please contact City of Healdsburg Planning Department at 707/431-3346 for more information.

City Use Only

Date Received _____	Action Taken _____	Action Date _____	Reviewers Initials _____
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Directory Sign Locations



Downtown Directional Sign Program

Sign Criteria and Application Requirements

The Downtown Directional Sign Program is intended to enhance visitors' awareness of businesses in the Downtown Business District that may be of interest and provide general directions to them.

Eligibility Criteria

The following criteria are used in reviewing downtown directional sign applications:

- The business identified on the sign must primarily meet the needs of visitors to Healdsburg, although some level of local-serving use may occur.
- The business must be within the Downtown Business District or be a destination of general interest outside the business district to encourage exploration (i.e., historic points of interest, public facilities).
- The business must be open on weekends.
- The business cannot be located on Healdsburg Plaza.
- Each business may have up to two signs on up to two sign posts.

Downtown directional signs may be approved for the following types of businesses based on the above criteria:

Clothing, shoes, accessories	Art
Gifts	Sporting goods
Hotels, motels	Entertainment
Spas, beauty salons	Public uses
Restaurants, bars	Real estate offices
Wine tasting	Banks
Food and liquor for off-site consumption	Pet stores
Home furnishings, antiques, accessories	Florists

Downtown directional signs will not be approved for the following types of businesses because they do not meet the above criteria:

Exercise and yoga studios
 Religious establishments, except where a historic point of interest
 Cleaners
 General offices, including insurance offices
 Shoe repair
 Copy and printing shops
 Paint stores

Design Criteria

- Each sign shall be designed to prominently display the business name with a descriptive line identifying products or services (e.g., art, wine tasting, clothing) that is clearly subordinate to the business name.
- The sign may not serve as off-site advertisement of products or services. Phone numbers and websites may not be located on the sign.

- Each sign shall include a directional arrow oriented towards the location of the business. The inclusion of an address is encouraged, especially when the business is not located on the same block as the sign.
- The sign shall measure 7 by 17.5 inches and be fabricated from .08 gauge aluminum. Four corner drill holes shall be included.

Application Process

- A completed application form shall be submitted for each requested sign (separate application for each sign) and shall be accompanied by a color depiction of the sign. Applicants are responsible for their sign's design. Two local sign companies are familiar with the signs and the City's criteria: Healdsburg Signs (433-7446) and Bob's Signs (433-2008).
- There is a processing fee (contact staff for the current fee schedule) for the sign application and design review, which covers up to 4 signs.
- The Planning & Building Director or his/her designee shall review applications with 10 working days of their receipt. The Director's action may be appealed subject to the provisions contained in the City's Land Use Code. Applications that are incomplete will be returned to the applicant.
- Your application will be placed on a waiting list if no spaces are available on the requested sign post when you apply.

Installation

- Once approved, the sign may be installed provided that the City (a) receives proof that the installer has a valid business license and (b) the installer has retained the required insurance to complete this work.
- All signs shall be installed within 30 days of the City's approval, unless an extension is granted by the City at the request of the applicant.
- Signs installed without City approval are subject to removal and the business owner will be advised within three (3) days of such removal and the location to pick up the sign.