

Public Hearing Sign Policy

PJR-097

Purpose: Advanced notification of a public hearing for a discretionary development application is a legally mandated process to ensure that the public has adequate notification of an upcoming public hearing. One means of providing public hearing notification includes a sign to be installed on the project site in advance of the public hearing. The sign must describe the proposed project along with the hearing date, time, and public hearing location. This handout summarizes the requirements for on-site signs required for public hearing notification to the public.

When is an on-site sign required? An on-site sign is required for at-cost discretionary projects such as a General Plan Amendment, Zone Change, Major Subdivision, and some Use Permits for sites within designated urban service areas. Signs will also be required for other major projects outside urban service areas where the PRMD Director determines there are appropriate and safe locations to install a sign.

When must an on-site sign be installed? An on-site sign must be installed on or before the following deadlines:

- 20 days prior to a public hearing for a Negative Declaration (30 days if the Negative Declaration is sent to the State Clearinghouse)
- 45 days for a draft Environmental Impact Report

When will staff provide the on-site sign specifications to the applicant? Once staff determines the public hearing date, staff will send a sign mock-up that will include all sign specifications, including text. Also included will be the deadline for sign installation. Please see the attached sample sign format.

What is required if more than one public hearing is required? If a proposed project requires more than one public hearing, the sign text must be changed after the first hearing. Staff will determine when sign revisions must be completed.

What are the specifications for a public hearing sign?

Specifications: Lot Size

<6,000 square feet or store front
6,000-20,000 square feet
>20,000 square feet
1 + acre

Sign Size

6 square feet
12 square feet
24 square feet
32 square feet

Height: Not to exceed 6 feet in total height

Location: A minimum of 5 feet inside the property line in residential zones and a minimum of 1 foot inside the property line for commercial, industrial and agricultural zones in an area most visible from a public right of way that also allows a driver to safely park and read the sign (but not within the vision triangle).

Other Sign Restrictions:

- Shall not be illuminated
- One sign must be displayed for each public street frontage of subject property
- Removal is required within 15 days after the noticed public hearing unless a second hearing is required.

Verification: On or before the required date of installation, the applicant or the applicant's representative shall submit to PRMD-Project Review a [sign affidavit](#) of installation of the on-site sign.

The area of the copy shall conform to the standards identified below:

Board Materials: Painted plywood and calendar vinyl, Coroplast, Sentra, Porcelain, Medium density overlay (MDO)

Background Color: **Digital PMS 463 (standard print shop chocolate brown)**

Lettering Color: White

Style of type: Univers Condensed

Logo: County of Sonoma Official Seal and Logo

Installation: Post set a minimum 18" in the ground, set in sand

Font size: **Title:** 3.25 inches

Main body text: 2.75 inches

Hearing Info: 2.75 inches

Who prepares the on-site sign? On-site signs must be prepared by a **professional sign company**. A list of [local sign companies](#) is provided for your convenience but the applicant determines which sign company to use.



NOTICE OF PUBLIC HEARING AND INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

Project Description: [wording to match agenda title and mailed public hearing notice]

Location:
Applicant:
File No.:

A [Mitigated / Negative] Declaration has been prepared for the project to reduce potentially significant adverse impacts on the environment. Prior to the hearing, the project details and environmental documents may be reviewed at, or written comments submitted to, the Permit and Resource Management Department, 2550 Ventura Ave., Santa Rosa, CA 95403-2829.

For further information contact: [Planner name] at 565-[]
Or [email address]@sonoma-county.org

PUBLIC HEARING BODY: []
DATE: []
TIME: At or after [] p.m.
LOCATION: Permit and Resource Management Department
Hearing Room
2550 Ventura Avenue, Santa Rosa, CA 95403

