



# Planning and Zoning Department

152 East Ave A, Jerome, ID 83338

Phone: 208.324.8189 x 140

Email: [iclark@cityofjerome.org](mailto:iclark@cityofjerome.org)

## Sign Design Review Permit Application

### I. Applicant Information

<b>Name:</b>	<b>Email Address:</b>
<b>Mailing Address:</b>	<b>Phone/Cell:</b>
<b>Representative Name:</b>	<b>Phone/Cell:</b>
<b>Project Location Address:</b>	<b>Zoning:</b>
<b>Owner of Real Property:</b>	<input type="checkbox"/> Written authorization attached
<b>Brief Description of Project:</b>	

### II. Sign Information

<b>Color (Background / Lettering / Other):</b>
<b>Type of Illumination:</b>
<b>Materials:</b>
<b>Location of Sign:</b>
<b>Linear Foot Width of the Street Side of the Building / Leased Storefront Space:</b>

SIGN TYPE (Building, Freestanding, Projecting)	QTY	SIGN DIMENSIONS	TOTAL SIGN AREA (SQ.FT.)	SIGN HEIGHT

Are there existing signs at the project location address?  Yes  No

If Yes, complete the table below for each sign:

SIGN TYPE	QTY	TOTAL SIGN AREA (SQ.FT.)	SIGN HEIGHT

### III. Submittal Instructions

**Submit To:** City of Jerome Planning and Zoning, [iclark@cityofjerome.org](mailto:iclark@cityofjerome.org)

**REQUIRED:** Applicant must submit one (1) electronic copy of the completed application containing all accompanying documentation.

#### **IV. Compliance with Design Review Guidelines**

*(Indicate compliance with each application guideline. Please explain why if the sign is not in compliance.)*

Signs are the highest profile element that the public is aware of and leaves the public with an impression of the community. Signs must be of high quality and fit the needs of the situation, while blending with the rest of the community's desires. A garish sign may promote additional short term recognition, but will reduce the community's long term attractiveness and image. Sign clutter, even of quality signs, will also reduce the community's attractiveness and image and is more confusing than informative. No matter how much citizens and developers improve their existing and future community's commercial, industrial, and residential area's buildings, parks, roads, landscaping, etc., the image of the community will not improve unless the community's signage is raised to the same level of quality as the rest of the community.

The following Design Guidelines should be considered in the planning and design of all new and renovation sign projects in the community; see also Jerome Municipal Code for standards.

- Promote sign design and placement that reflects the community's desire for human scale regarding height, proportion, site features, shapes and materials.
- Signs must be produced using professional workmanship without hand lettering or with a sloppy or garish paint job.
- The primary sign(s) for a business must be constructed of permanent materials. Unacceptable temporary materials include but are not limited to paper, cardboard, vinyl banner, fabric, poster board, and unfinished wood
- English translation of signs must be visible and lettering must be of equal size to other languages displayed on the sign, unless there is no reasonable translation available. Exclusions may include the legal names of the business or the proprietor name.

#### **V. Penalty Clause and Applicant Signature**

##### **Penalty Clause:**

Any person intentionally violating a provision of a zoning amendment or ordinance of the Jerome Municipal Code shall be deemed guilty of a misdemeanor. At its option, the Jerome City Planning and Zoning Commission may, upon notice and hearing, and with good cause appearing therefore, revoke a zoning amendment or ordinance if the terms thereof are being violated.

##### **Signature of Applicant:**

I hereby certify that I am the applicant named herein, and that I have familiarized myself with the rules and regulations with respect to preparing and filing this application, and that the foregoing statements and answers herein contained, and the information on the attached documentation and materials, are in all respects true and accurate to the best of my belief.

\_\_\_\_\_  
**Applicant / Representative Signature**

\_\_\_\_\_  
**Date**