

Sign Toolkit and Handbook Examples



A T A S C A D E R O

Sign Handbook

City of Atascadero
Community Development Department





The City of Atascadero Sign Ordinance is based on the City's responsibility to protect the general public's health, safety and welfare. The spirit of this sign ordinance is based on the City's desire to protect the economy and aesthetics of the community.

The purpose of the sign ordinance is to establish sign regulations that are intended to:

- ◇ Maintain and improve the aesthetic environment.
- ◇ Foster the City's ability to attract sources of economic development and growth.
- ◇ Encourage the effective use of signs as a means of communication.
- ◇ Implement quality sign design standards.
- ◇ Enable fair and consistent enforcement.
- ◇ Minimize possible adverse impacts of signs to maintain a positive City image.
- ◇ Enhance traffic safety throughout the City.





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SIGN DESIGN GUIDELINES

Complement: Color, material, scale, lettering, and lighting is encouraged to complement the surrounding environment and building(s) that the sign address.

Character: Signs shall enhance the public realm and aid in the creation of a street’s character. Signs shall not impede pedestrian traffic, block sight lines along roadways, or disturb adjacent residences.

Audience: Signs intended for tourists or residents, may impact sign design. Regardless of audience, sign design shall conform to regulations in the sign ordinance.

Concise: Information on signs shall be brief, clear, and simple with appropriately sized lettering, and information hierarchy. When appropriate, symbols can be used in place of texts.

Size: Signs shall never overpower the building. The sign shall fit comfortably into the architecture of the storefront. Signs shall be mounted in a manner that does not detract from the building.

Consistent: Signs shall be internally consistent. If multiple tenants are listed on a single sign or a multi-tenant building, variation should be limited.

Timeless: Sign design should convey a timeless character of a street, place, or business. Signs should be designed with durable materials and be well maintained.

Illumination: Lighting used with signs shall be focused and minimal. Lighting shall be in scale with the sign and facade.

SIGN PROCESS & PERMITS

ESTABLISH NEED

Whether you are an existing business or new to Atascadero, we want to help! Some signs do not require permits, while others do. Please utilize this handbook to determine what types of signs require permits or visit www.atascadero.org/signage or give us a call at (805) 461-5000 to discuss signs with a Staff member. Thinking outside the box? Contact us and we can help make it happen!

SIGN PERMIT APP

If you or your sign professional determine you need a sign permit, you can obtain a permit by visiting Historic City Hall or by downloading a sign permit package online at www.atascadero.org/signage. Applicable permit fees will apply.

PERMIT ISSUED

Signs will be reviewed to ensure it meets City Standards and California Building Code, if applicable. Permits are issued and can be picked up at Historic City Hall (6500 Palma Avenue). Sign permits are considered express permits and take approximately 48 hours to process.

INSTALL SIGN

Permits are valid for 180 days to install signs. After installation, please contact the building inspection hot-line at (805) 466-8099 to make an appointment for a quick inspection to make sure the installation is in compliance with the approved plan.

MAINTAIN SIGN





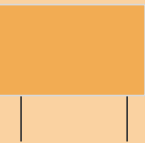
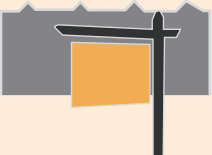

All signs are to be properly maintained in a safe and legible condition at all times. Any sign that is fifty percent (50%) or more damaged or deteriorated, must be repaired and brought into conformance (AMC 9-15.012).





PERMIT EXEMPT SIGNAGE

SIGNS THAT CAN BE SEEN & DON'T COST A THING!

SIGN TYPES	MAX SIGN AREA	MAX HEIGHT	OTHER REQUIREMENTS
 A-Frame	10 sf	5 ft	Min 3-feet in height; Must be located on private property.
 Banners	40 sf	Not to exceed roof line	Must be placed on structure or in ground; Max. Display 30 days; Must be down 60 days.
 Tenant Directional	N/A	5 ft	Consistent with style of building.
 Projected Image	N/A	Not to exceed roof line	May be used max 30 days; Flashing, distracting lights shall not be used.
 Temporary Non Commercial	6 sf yard sign 32 sf freestanding	5 ft	Max. display time of 9 months; Prohibited in City right-of-way.
 Temporary For Sale	6 sf all other lots 32 sf highway lots	6 ft	1 per street frontage / highway frontage; Must be removed 14 days after close of sale.
 Window Lettering	Not to Exceed 1/3 of window areas in Downtown Not to Exceed 1/2 window areas in all other zones		





PROHIBITED SIGNS

SIGNS THAT ARE A NO GO



THESE SIGNS TYPES ARE PROHIBITED WITHIN THE CITY OF ATASCADERO



Signs placed within the City's right-of-way



Digital Display / LED messaging



Wall mounted cabinet signs



Roof Mounted Signs



Feather Flags



Snipe Signs



Inflatable Signs



Vehicle Signs when the following is met:
1. Vehicle is parked off-premise;
2. Vehicle is parked more than 2 hours within 24 hours in the same place.

SIGN ME UP BEFORE YOU GO-GO



WALL

A sign installed on the building that faces either a street or parking lot

FREESTANDING

A freestanding, vertically oriented sign with integrated support structure

MONUMENT

A freestanding, ground sign with low overall height

PROPERTY ZONING	IS THIS SIGN ALLOWED?		
Agriculture Max. Area Based on Sign	YES	NO	YES
RESIDENTIAL (RS, RSF, LSF, RMF) Max. Area Based on Sign	NO	NO	YES*
NON-RESIDENTIAL (I, IP, CPK, CS) Max. Area 150 sf	YES	YES	YES
NON-RESIDENTIAL (CN, CR, CT, CP) Max. Area 150 sf	YES	YES	YES
DOWNTOWN (DC, DO) Max. Area 50 sf	YES	NO*	YES*
PUBLIC (P, OS, L, LS) Max. Area 50 sf	YES	YES	YES



*Special exceptions applicable



PERMIT REQUIRED SIGNS



PROJECTING

A sign installed on the building that faces either a street or parking lot

AWNING

A sign installed on the building that faces either a street or parking lot

BUILDING NAME

A sign installed on the building that faces either a street or parking lot




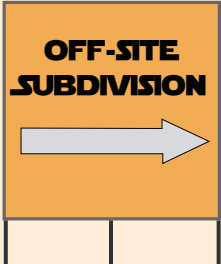
**ASA =
AGGREGATE SIGN
AREA**

MORE THAN 1 SIGN MAY BE USED AS LONG AS THE MAX ASA IS NOT EXCEEDED

IS THIS SIGN ALLOWED?			PROPERTY ZONING
NO	YES	YES	Agriculture Max. Area Based on Sign
NO	NO	YES	RESIDENTIAL (RS, RSF, LSF, RMF) Max. Area Based on Sign
YES	YES	YES	NON-RESIDENTIAL (I, IP, CPK, CS) Max. Area 150 sf
YES	YES	YES	NON-RESIDENTIAL (CN, CR, CT, CP) Max. Area 150 sf
YES	YES	YES	DOWNTOWN (DC, DO) Max. Area 50 sf
YES	YES	YES	PUBLIC (P, OS, L, LS) Max. Area 50 sf



SIGNS THAT NEED A LITTLE BIT MORE TLC

SIGN TYPE	REQUIREMENTS
 <p>Art & Wall Murals</p>	<p>AUP required prior to installation; AUP limited to review of size, placement, and duration only.</p>
 <p>Changeable Copy</p>	<p>Size to be determined by AUP; Design of sign determined by AUP; Digital Changeable copies are prohibited.</p>
 <p>Freeway Oriented</p>	<p>Subject to AUP Approval; Business must have freeway frontage; Restaurant, service station, hotel, car dealerships permitted to have freeway signs; Multi-tenants with 5 or more permitted; Other requirements per AMC 9-15.010.</p>
 <p>Off-Site Subdivision</p>	<p>5 or more lots may install signs; Subject to AUP approval; Subdivision must be located within City Limits; Signs may not be illuminated;</p>



WALL SIGNS

$$\text{AREA} = X \times Y$$

BUILDING FRONTAGE SIGN AREA

P, L, LS ZONES

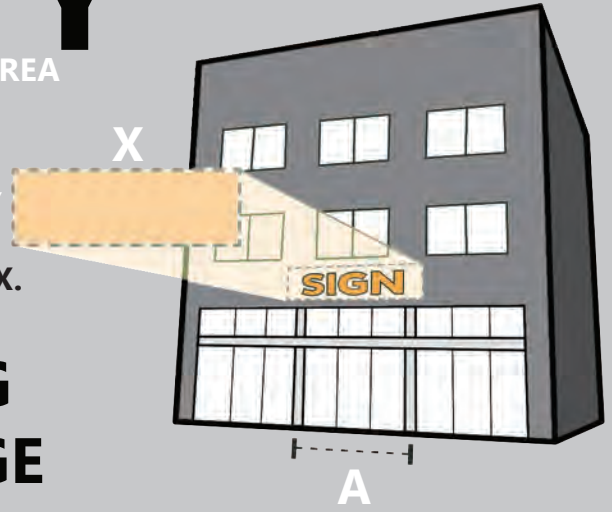
< 40 SF MAX.

LESS THAN

DOWNTOWN & NON-RESIDENTIAL ZONES

< BUILDING FRONTAGE

LESS THAN



CALCULATING WALL SIGN AREA



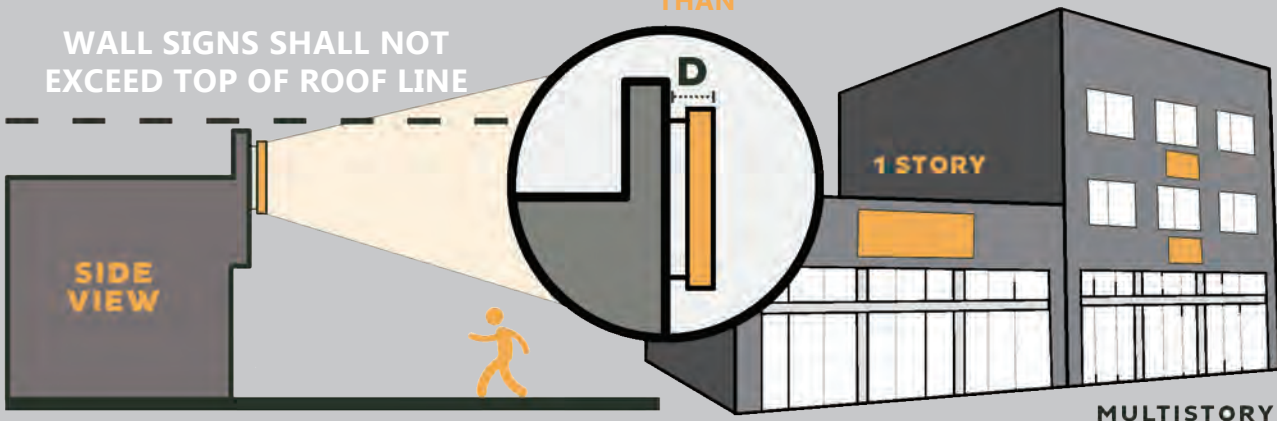
- 1 ESTABLISH BASE AREA
- 2 SUBTRACT INSIDE BOX
- 3 ADD OUTSIDE BOX

WALL SIGN PLACEMENT & PROJECTIONS

DEPTH < 14"

LESS THAN

WALL SIGNS SHALL NOT EXCEED TOP OF ROOF LINE



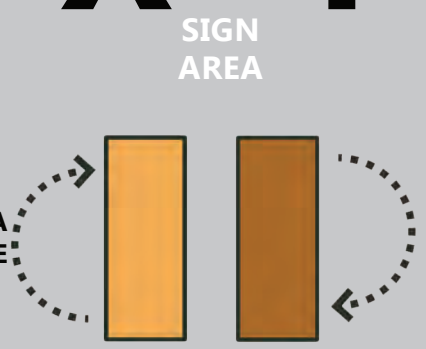


PROJECTING SIGNS



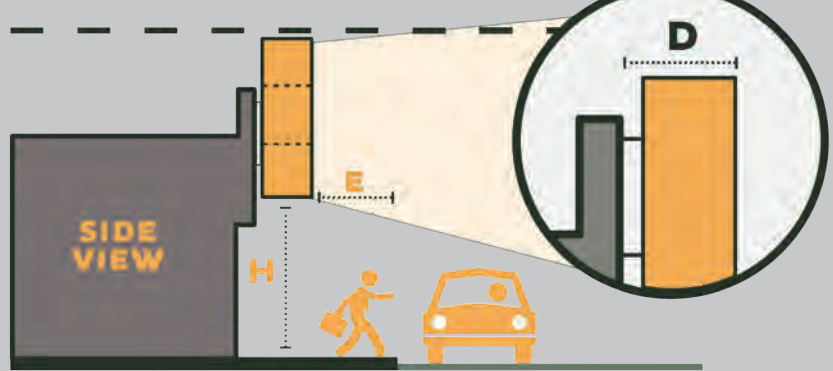
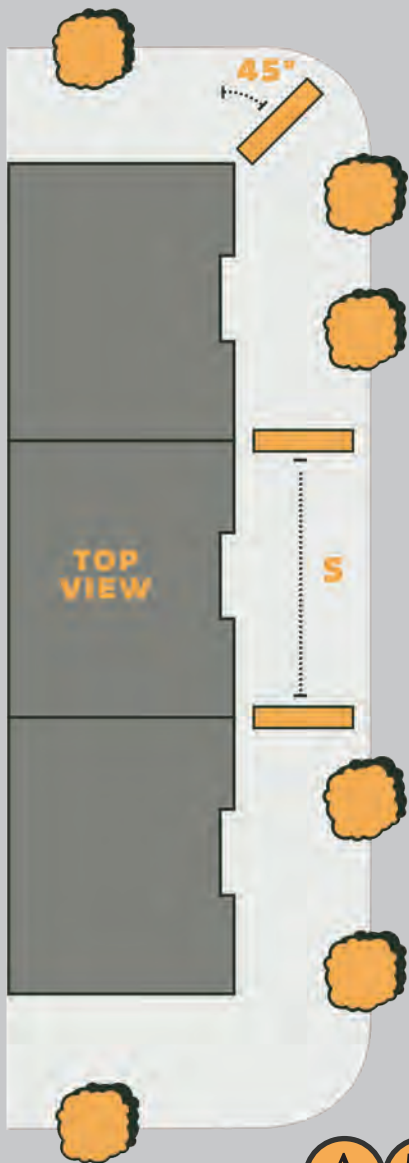
$$\text{AREA} = X \times Y$$

FOR DOUBLE-SIDED SIGNS, AREA SHALL BE TAKEN FROM ONE SIDE OF THE SIGN ONLY



PROJECTING SIGN PLACEMENT & PROJECTION

PROJECTING SIGNS SHOULD NOT EXCEED 1/3 TOTAL SIGN HEIGHT PAST THE ROOF LINE



H > 8' MIN.
HEIGHT MORE THAN

MINIMUM GROUND CLEARANCE

E < 5' MAX.
ENCROACH LESS THAN

MAXIMUM ENCROACHMENT INTO RIGHT OF WAY

S > 25' MIN.
SEPERATION MORE THAN

MINIMUM SEPARATION BETWEEN PROJECTING SIGNS

CORNER BUILDINGS / UNITS ARE ENCOURAGED ON THE CORNER OR FACE OF THE BUILDING ON THE STREET CORNER MOUNTED AT A 45-DEGREE HORIZONTAL ANGLE. BE SEEN!





MONUMENT SIGNS

$$\text{AREA} = X \times Y$$

MAX. SIGN AREA SIGN AREA

DC, DO, AG
ZONES

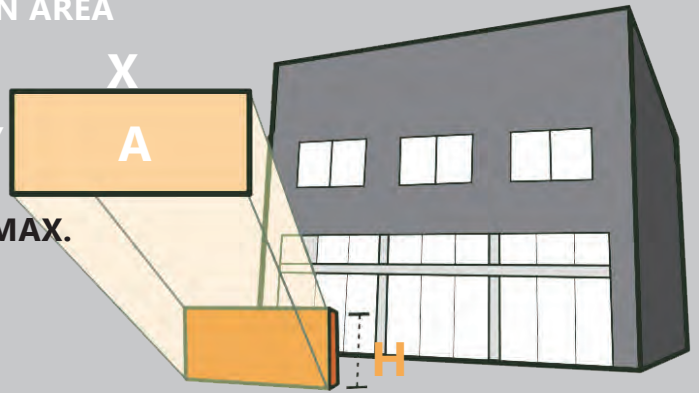
< 40
LESS THAN
SF MAX.

L, LS, P, OS
ZONES

< 50
LESS THAN
SF MAX.

ALL OTHER
NON-RES.
ZONES

< 60
LESS THAN
SF MAX.



MONUMENT SIGN PLACEMENT & ORIENTATION

1 MONUMENT SIGN PER 200 LINEAR FEET ALONG STREET



MONUMENT BASES TO BE LOCATED WITHIN A LANDSCAPE PLANTER

H < 6'
HEIGHT LESS THAN MAX. TOTAL HEIGHT

H > 1'
HEIGHT MORE THAN MIN. BASE HEIGHT

H < 4'
HEIGHT LESS THAN MAX. BASE HEIGHT

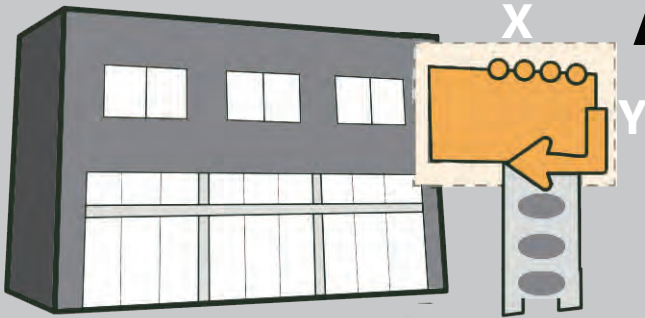
MONUMENT BASES SHALL HAVE DECORATIVE HARDSCAPING AND BE CONSISTENT WITH THE ARCHITECTURE OF THE BUILDING.



FREE STANDING SIGNS

$$\text{AREA} = X \times Y$$

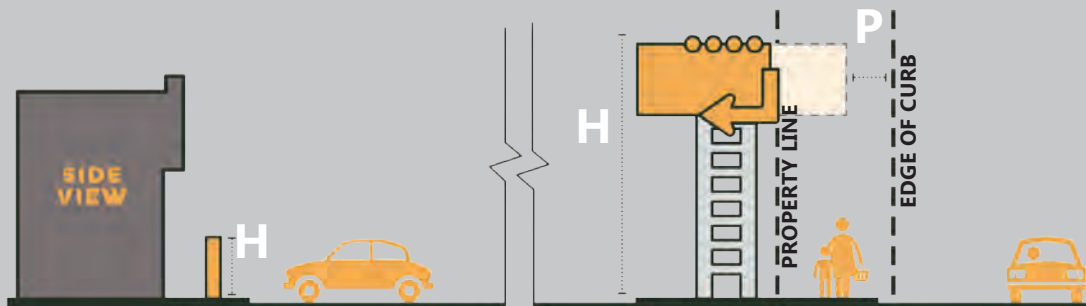
SIGN AREA



SINGLE TENANT < 60
LESS THAN SF MAX.

MULTI-TENANT = 50 + 10
1ST 2 TENANTS SF EACH ADDITIONAL TENANT SF
100 SF MAX.

FREESTANDING SIGN PLACEMENT & ORIENTATION



H < 6'
HEIGHT LESS THAN MAX.

MAX. TOTAL HEIGHT SINGLE TENANT

MIN. BASE HEIGHT FOR SINGLE TENANT FREESTANDING SIGNS IS 1-FOOT.

H < 12'
HEIGHT LESS THAN MAX.

MAX. TOTAL HEIGHT MULTI-TENANT

MIN. BASE HEIGHT FOR MULTI-TENANT FREESTANDING SIGNS IS 4-FEET.

P < 5'
PROPERTY LINE LESS THAN MAX.

MAX. ENCROACHMENT INTO RIGHT OF WAY

ALL FREESTANDING SIGNS TO BE LOCATED IN LANDSCAPE PLANTERS.



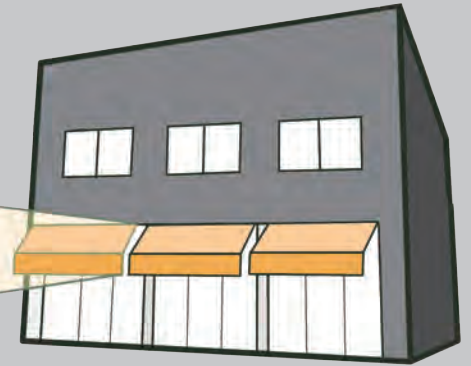
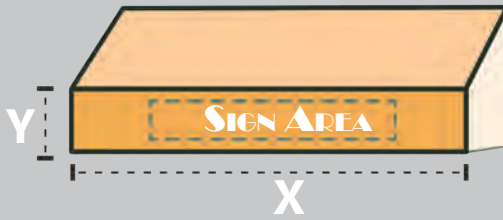


AWNING & SUSPENDED SIGNS

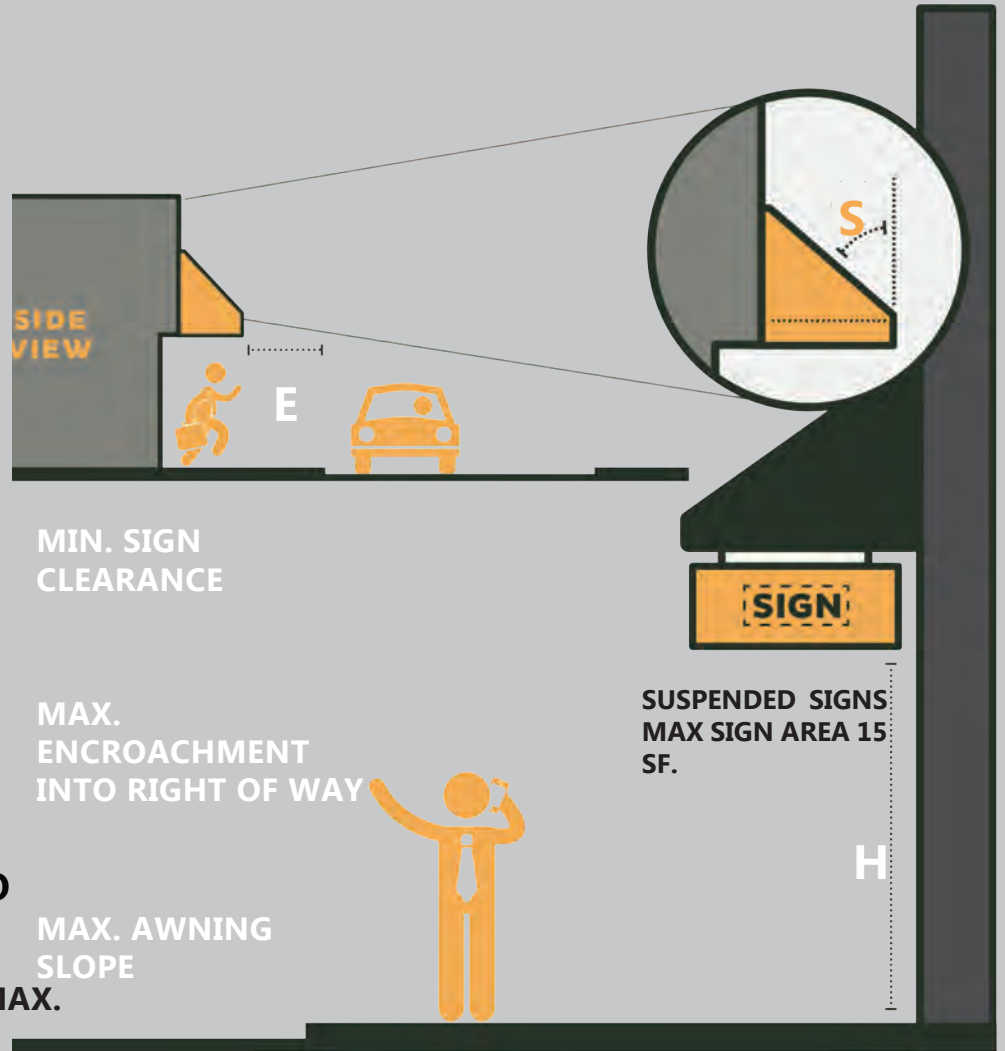
AREA = X x Y

SIGN AREA

ONE SIGN PER BUSINESS



AWNING SIGN / SUSPENDED SIGN PLACEMENT & ORIENTATION



H $\geq 8'$ MIN.
HEIGHT MORE THAN

MIN. SIGN CLEARANCE

E $\leq 5'$ MAX.
ENCROACH LESS THAN

MAX. ENCROACHMENT INTO RIGHT OF WAY

S $\leq 60^\circ$ MAX.
SLOPE LESS THAN

MAX. AWNING SLOPE

SUSPENDED SIGNS MAX SIGN AREA 15 SF.

A T A S C A D E R O



SIGNAGE SMÖRGÅSBORD

Do you not know what type of sign you have on your business or are you thinking about doing something different for your property or business? This section provides an example of each type of sign that is permitted here in the City of Atascadero.

SIGN TYPE



A-Frame Sign

SIGN TYPE



Window Lettering - Perforated Film



Painted Wall Sign



Building Name Sign



Standard Wall Sign



Changeable Copy Sign



Awning Sign



Freeway Oriented - Pole Sign





SIGN TYPE

SIGN TYPE



Freeway Oriented - Freestanding Sign



Ground Monument Sign - Multi-Tenant



Information Kiosks



Projecting Sign



Private Light Pole Signs



Projected Image Sign



Ground Monument Sign - Single Tenant



Off-Site Subdivision



SIGNAGE SMÖRGÅSBORD

SIGN TYPE



Neighborhood Identification Sign

SIGN TYPE



Suspended Sign - Under Awning



Single Tenant Free Standing Sign



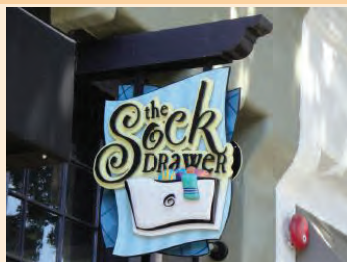
Suspended Sign - Neon



Multi-Tenant Free Standing Sign



Temporary For Sale - Residential



Suspended Sign - Attached to Building



Temporary For Sale - Non-Residential





SIGN TYPE



Wall Signs - Individual Letters

SIGN TYPE



Vehicle Sign - Magnet



Window Lettering



Vehicle Sign - Wrap



APPENDIX

9-15.007 Allowed Signs By Zone

(a). Permitted Signs by Zones. The following are the signs types that are permitted by zone as shown in Table 15.1.

Table 15.1 – Allowed Sign Types Based On Zone					
Sign Type	P Permitted Sign** AUP Administrative Use Permit Required** <input type="checkbox"/> (blank) Not Permitted **building permit requirements per section 9-15.005 and 9-15.007**				
	Total Aggregate sign Area (square feet) and may be divided by using one (1) or more sign Types				
	Based on Sign Type	Based on Sign Type	150 sf	50 sf	100 sf
	Ag Zone	Residential Zones	Non-Residential Zones (CS, CN, CR, CPK, CT, IP, I)	Downtown Zones (DC, DO)	Public Zones (P, OS, L, LS)
1. A-Frame	P		P	P	P
2. Art & Wall Murals	AUP	AUP	AUP	AUP	AUP
3. Awning	P		P	P	P
4. Banner			P	P	P
5. Building Name	P	P	P	P	P
6. Changeable Copy	AUP	AUP	AUP	AUP	AUP
7. Freeway Oriented ¹			AUP		
8. Home Occupation	P	P			
9. Information Kiosks					
10. Private Light Pole	P		P	P	P
11. Ground Monument Sign	P		P	P	P
12. Multi-Tenant Freestanding			P		P
13. Projecting			P	P	P
14. Projected Image		P	P	P	P
15. Off-Site Subdivision	AUP		AUP		
16. Neighborhood Identification	P				
17. Single Tenant Freestanding Sign			P	P	P
18. Suspended		P	P	P	P
19. Temporary For-Sale	P		P	P	P
20. Temporary Non-Commercial	P		P	P	P
21. Tenant Directional	P		P	P	P
22. Wall		P	P	P	P
23. Window Lettering		P	P	P	P

Notes:
¹ Freeway signs are regulated by section 9-15.009





9-15.008 Types of Signs & Standards

(a) Allowed Signs and Standards. The following signs are permitted within the City of Atascadero as shown in Table 15.2. Additional standards may be applicable as contained in this chapter.

Allowed Signage Types – Table 15.2						
Sign Type	Permit Required	Zones Allowed	Max. Sign Area¹	Number of sign(s) permitted	Max. Height²	Special Requirements
1.A-Frame	None	All Zoning Districts except Residential	10 sf	1 per street frontage	5 ft.	(a) Must be located outside of Right-of-way on business property, except as allowed by encroachment permit in the East Mall and West Mall parkway area. (b) Minimum height is 3-feet.
2.Art and Murals	Yes	All Zoning Districts	N/A	N/A	N/A	(a) AUP required prior to installation for review limited to size, placement, and duration.
3.Awning	Yes	All Zoning Districts except Residential	50% of awning face	1 per Business	Based on building height	(a) Minimum vertical clearance from the ground of eight (8) feet. (b) May project a maximum of five (5) feet into the public right-of-way with approved encroachment permit (c) Shall be securely attached to the buildings and well maintained. (d) No supports or poles may be located in the public right-of-way. (e) Shall complement the building they are attached to.
4.Banner	No	All Zoning Districts except Ag & Residential	40 sf	1 per Public street frontage	N/A	(a) May be in place for a maximum of thirty (30) days. (b) All banners must be down a minimum of sixty (60) days before any new banner may go up (c) Banners must be secured flat against a building or secure structure placed in the ground. (d) Nonprofit events shall be exempt from size and number of banners (e.g., farmers market).
5.Building Name Identification	Yes	All Zoning Districts except Ag & Residential	20 sf	1 per building	Based on building height	(a) Signage used to identify the building not the tenant(s).
6.Changeable Copy	Yes	All Zoning Districts I	Based on AUP	1 per business	12 ft.	(a) AUP required. (b) Size of changeable copy to be determined by the AUP. (c) Design of changeable copy sign shall be determined by AUP. (d) Sign is non-digital.
7.Freeway	Yes		*	*	*	*Refer to section 9-15.010





APPENDIX

Allowed Signage Types – Table 15.2

Sign Type	Permit Required	Zones Allowed	Max. Sign Area ¹	Number of sign(s) permitted	Max. Height ²	Special Requirements
Oriented						
8.Home Occupation	No	All Ag & Residential Zones	2 sf	1 per residential unit	4 ft	(a) Requires issuance of a valid business license prior to placement. (b) Signage is permitted as a part of a residential occupancy in a mixed-use development.
9.Information Kiosks	Yes	All Zoning Districts	Based on AUP	Based on AUP	Based on AUP	(a) For the permanent and / or temporary display of information. (b) Limited to civic activities, advertising for local events. (c) AUP required.
10. Private Light Pole ³	Yes	Non-Residential Zones / Public Zones	6 sf for each pole	25% of the total number of light poles;	Based on Light Pole Height	(a) A permanent light pole within a parking lot or property may be utilized for temporary banner or signage that does not count towards total aggregate sign area. (b) Eight (8) feet minimum vertical clearance or as required by the California Building Code, whichever is greater. (c) Light Pole located on private property. (d) A maximum of two (2) signs per pole. (e) Signage on poles shall be placed within decorative frames or brackets.
11.Ground Monument Sign	Yes	All Zoning Districts Except Residential	60 sf CN, CP, CR, CS, CT, CPK, IP, I	1 per 200 lineal foot	6 ft.	(a) Minimum base height shall be one (1) foot. (b) Maximum base height shall be four (4 feet) (c) Base does not count towards sign face area. (d) Base shall have decorative hardscaping and shall be consistent with the architecture of the building(s) it serves. (e) Bases shall be located in a landscape planter. (f) Cabinet type signs shall be prohibited. (g) Monument signs in DO/DC require a building to be setback a min. of 10-feet from back of walk. (h) Bases shall be located in a landscape planter and setback three (3) feet from the back of sidewalk in the DO/DC zone.
			50 sf L,LS,P,OS			
			40 sf DC, DO, AG			
12. Multi-Tenant Freestanding	Yes	Non-Residential Zones	50 sf + additional	1 per property	12 ft	(a) Two (2) or more tenants required. (b) Minimum base height shall be





Allowed Signage Types – Table 15.2

Sign Type	Permit Required	Zones Allowed	Max. Sign Area ¹	Number of sign(s) permitted	Max. Height ²	Special Requirements
			10 sf per tenant Max. 100 sf			four (4) feet. (c) Base does not count towards sign face. (d) Base Articulation. Base shall be consistent with architecture of multi-tenant building. (e) Bases shall be located in a landscape planter and setback five (5) feet from the back of sidewalk. (f) Cabinet monument type shall be prohibited. (g) A singular pole is prohibited.
13. Projecting	Yes	All Zoning Districts except Ag & Residential	15 sf	1 per business	N/A	(a) Minimum ground clearance must be eight (8) feet, or as regulated by the California Building Code. (b) May encroach up to five (5) feet within the public right-of-way with issuance of an encroachment permit.
14. Projected Image	No* <small>*Electrical permit may be required.</small>	All Zoning Districts except Ag I	N/A	1 per business / residence	N/A	(a) Laser lights or projected image signs used to project an image, logo, or other graphic in a building, structure, sidewalk or other surface. (b) Project image signs may be in place a maximum of thirty (30) calendar days and not be utilized for a minimum of sixty (60) days thereafter. (c) Installation of new electrical components shall be consistent with the California Building Code or successor code. (d) Flashing , distracting lights shall not be utilized.
15. Off-Site Subdivision	Yes	Ag & Residential Zones / Non-Residential Zones	40 sf	3 per subdivision	10 ft.	(a) Subdivision tracts of five (5) or more lots may be permitted to install off-site directional advertising signage. (b) Subject to the approval of an AUP. (c) Subdivision shall be located within the City of Atascadero. (d) No flags, banners or other decorations shall be affixed to the sign. (e) The signs shall not be illuminated. (f) All signs shall be located on private property with written permission from the property owner provided to the City. (g) The signs shall be removed prior





APPENDIX

Allowed Signage Types – Table 15.2						
Sign Type	Permit Required	Zones Allowed	Max. Sign Area ¹	Number of sign(s) permitted	Max. Height ²	Special Requirements
						to final occupancy of the last unit in the tract or after a period of three (3) years whichever is less. (h) The applicant may apply annually for a one (1) year time extension for active construction projects.
16. Neighborhood Identification	Yes	Residential Zones	36 sf	1 per arterial / collector street frontage	6 ft	(a) Residential Single Family / Multi-Family Developments of five (5) units or more. (b) Minimum base height shall be one (1) foot. (c) Maximum base height shall be three (3 feet) (d) Base does not count towards sign face area. (e) Base shall have decorative hardscaping and shall be consistent with the architecture of the building(s) it serves. (f) Bases shall be located in a landscape planter on private property, (g) Cabinet type signs shall be prohibited. (h) Signs shall front on either an designated arterial or collector road.
17. Single Tenant Freestanding	Yes	All Zoning Districts except Residential	60 sf	1 per property	6 ft	(a) Sign face shall be elevated, a minimum of one (1) foot off the ground. (b) Bases shall be located in a landscape planter and setback a minimum of two (2) feet from the back of sidewalk. (c) Cabinet monument type shall be prohibited. (d) A singular pole is prohibited. (e) Signs in DO/DC require a building to be setback a min. of 10-feet from back of walk.
18. Suspended	Yes	All Zoning Districts except Ag & Residential	15 sf	1 per public street frontage	N/A	(a) Minimum ground clearance of eight (8) feet or as regulated by the California Building Code or successor code.
19. Temporary For-Sale	No	All Zoning Districts	6 sf all other lots	1 sign per street frontage; 1 sign per highway frontage	6 ft.	(a) Signs must be removed fourteen (14) days after close of sale.
			32 sf for lots fronting a highway			





Allowed Signage Types – Table 15.2

Sign Type	Permit Required	Zones Allowed	Max. Sign Area ¹	Number of sign(s) permitted	Max. Height ²	Special Requirements
20. Temporary Non-Commercial	No	All Zoning Districts	6 sf for yard sign	1 per property	5 ft	(a) A maximum of nine (9) months. (b) Must be removed a minimum of ninety (90) days before any new non-commercial signage may be placed. (c) Prohibited in the public right-of-way.
			32 sf freestanding			
21. Tenant Directional	No	All Zoning Districts	N/A	N/A	5 ft.	(a) Does not count against total aggregate sign area. (b) Design shall be consistent with the architectural style and features of the building façade.
22. Wall	Yes	All Zoning Districts except Residential	40 sf in P, L, LS zones	1 per building face with a public street frontage or parking lot	Based on building height	(a) May not exceed one (1) square foot per lineal foot of building frontage. (b) For tenants greater than 10,000 square feet in size, an additional one hundred and fifty percent (150%) more sign area may be permitted. (c) Wall signs shall be located below the top of the parapet or roofline on single story buildings and below the second floor sill on multi-story buildings. (d) Painted signs do not require building permits but required planning review.
			Based on building frontage for all other non-residential zones			
23. Window Lettering / Perforated Window Film / Window Graphics	No	All Zoning Districts except Ag & Residential	Not to exceed 1/2 of window area in all other zones	*	*	*See section 9-15.004(f)
			Not to exceed 1/3 of window area in DC/DO Zone			
Notes: 1. Maximum Sign Area measured in square feet (sf). 2. Maximum Height measured in feet (ft) and from finished grade for all sign types. 3. Additional Light Pole signage regulations contained in subsection 9-15.007(b)(2).						



Sign Tool Kit for Local Area Businesses

Village of Arlington Heights
Prepared by the Planning & Community Development Department
Created January 2010
Revised August 2023

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Planning & Community Development Department
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Phone: 847-368-5200
www.vah.com
www.discoverarlington.com

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1 introduction & advice on signs

introduction:

The Village would like to assist local area businesses in understanding the current sign regulations. In an on-going effort to better partner with local businesses, the Village is outlining basic code areas to inform local businesses so that signage requests can be processed in a more efficient and positive manner. A letter was also sent to local area sign companies to inform them of Sign Code regulations.

This tool kit outlines the most frequently requested signage and a brief explanation of the most common types of signs allowed for a business. ***For specific regulations regarding types and size of signage allowed within certain zoning districts please refer to Chapter 30 of the Municipal Code.*** This tool kit does not replace the Sign Code, it offers a brief overview of the varying types of signs a business may have.

Signage should be used in a positive manner to attract potential clients. Good signage, if done in a pleasing way, can promote a business. There are many good examples throughout this tool kit that emphasize signage that is tasteful, conveys a message, and meets code.

As a reminder, please do not approve fabrication of a sign for your business until a permit is reviewed and approved. This will help avoid potential costs and delays to a business owner and sign companies for a sign that may not meet Village code. Once a permit is issued, the sign may be fabricated.

The Sign Code, Chapter 30, is available online in a PDF format on the Village website at www.vah.com. A copy may also be purchased at the Finance counter at Village hall.

If questions still remain after reviewing the Sign Code online, then the Department of Planning and Community Development is available to assist regarding the sign code and its application. The number to call is 847-368-5200.

advice on signs:

The Village of Arlington Heights offers many options to local businesses to promote and advertise their establishments. Signage should be used as a positive tool to help identify a business, create an image, and also to brand an identity. The Sign Code provides a level playing field with established sign sizes for similar businesses.

The current sign code has numerous options through which a business may employ signage as a marketing tool. For example, a tenant in a multi-tenant strip mall may use several techniques to draw attention through signage, such as a wall sign, awning sign, window sign, and if permitted, a panel on a ground sign for the center. Signage should be thought of as a part of a package to complement the overall image of the business.

Good signs should regard the placement, alignment, and overall image. Good signage will focus on the theme of the business and accentuate the positive features of the architecture. For example a window sign that covers the entire window area in multiple posters in various sizes and colors may not appear attractive to potential customers.

The Sign Tool Kit is divided into two sections, the first section applies to the regulations in the downtown, and the second section focuses on signs Village wide. The Village is always ready to assist a new and or a potential business with questions regarding the Sign Code and the process to obtain a permit.

HELPFUL NUMBERS:

Questions regarding the Sign Code:

847-368-5200 : The Planning & Community Development Department

Questions regarding the permit, status of a permit & inspection,

Sign Code enforcement :

847-368-5560 : The Building Department

2 downtown : article II chapter 30 municipal code

signs in the downtown:

In the downtown, signage should relate to the overall context and or the architecture. Signage is encouraged that is of high quality, creative utilization of graphics, and is compatible with the downtown. The major consideration in selecting sign materials is compatibility with the building's overall architecture and adjacent streetscape. It is encouraged to develop a sign package that is attractive, visually pleasing, and highlights positive aspects of the retail establishment, business, or restaurant.

project highlight:

A business in the downtown may incorporate an array of options to develop an attractive sign package. The business highlighted below has used several simple yet powerful techniques to improve the storefront.



pedestrian friendly blade sign



branding through wall sign

colorful awnings

other design elements:
gooseneck lighting

ornamental entrance

ground signs:

Ground signs are allowed when a development parcel is 25,000 sf or greater, and there is a 20 foot setback area for the ground sign placement.

Regulations: 6 foot height
30 square feet

Landscaping: Two feet out from the sign face or proportional amounts.



Well designed ground signs will complement the building and have ample amounts of landscaping. Landscaping around the base of the sign is encouraged to have year round color to be comprised of evergreens, drought tolerant perennials, and annuals.

parcels on Northwest Highway or Arlington Heights Road:



For parcels located on Northwest Highway or Arlington Heights Road, a ground sign shall be no taller than 10 feet in height and no greater than 35 square feet.

It is encouraged that the sign match the detailing and the architecture of the development.

2 downtown : article II chapter 30 municipal code

facade signs:

There are 4 types of signs from which a business may choose for the facade. Of these 4 types, 2 may be selected for the facade, subject to the maximum square footage permitted.

- a. wall signs
- b. blade signs
- c. plaque signs
- d. awning signs

a. wall signs

Number: One is permitted per street frontage.

Square Footage: A ratio of one square foot of sign area for each linear foot of storefront shall determine the maximum signable area. The size of the wall sign shall be in proportion to the storefront and the building facade.

Location: Wall signs fit best on the sign frieze. The wall sign shall be designed to be an integral part of the building on which it is mounted. It shall be harmonious with adjacent signs and structures. A sign shall not cover or interfere with architectural details or windows.



Wall sign relates to architectural details, and complements the streetscape.



Wall sign above is creative and complements facade.

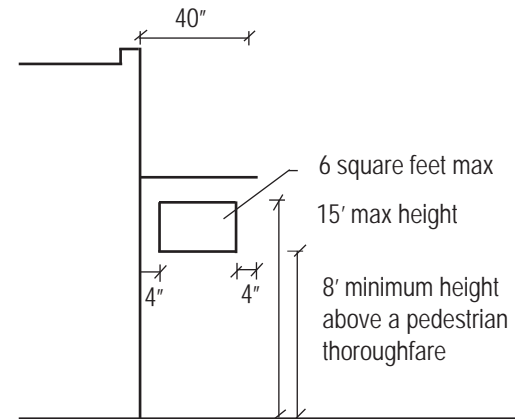
b. blade signs

A blade sign is mounted so that it is perpendicular to the face of the building and projects out. A blade sign may be attached to the building wall or suspended from an awning or building overhang.

Number: One is permitted per street frontage.

Message: Only name and/or logo and/or type of business is permitted.

Regulations: See diagram below



Good example of a blade sign

c. plaque signs

A plaque sign may be mounted flush to a wall or near the base of a building.

Number: 2 allowed per street frontage.

Location: At the base of a building or architecturally significant area.

Square Footage: Maximum of one and one-half square feet per sign.



Plaque sign example.

d. awning signs

Awnings should be compatible with the architecture of the building.

Signage: Shall not exceed 20% of the awning surface.

Message: Name, address, products produced or sold or services rendered and/or logo.



Awning as a positive feature.

2 downtown : article II chapter 30 municipal code

corner projecting blade signs in the downtown:

In the downtown, an additional type of wall signage is allowed, a 45 degree corner projecting blade sign. To qualify for this type of a sign, the building that the sign is to be mounted on shall define the corner and have frontages on two public rights-of-way. Each corner is permitted one sign in exchange for all other types of wall signs. The design of the sign must be reviewed by the Design Commission.

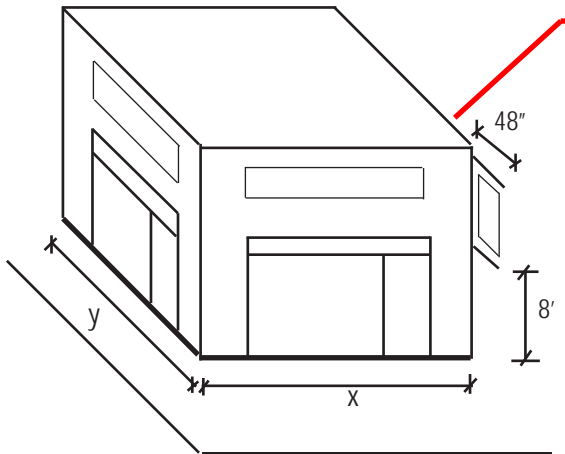


Design:

Design, alignments, and amount of proportion must be compatible with the architecture of the building. The sign shall be of a high quality, durable material and construction.

Regulations:

Single identity tenant only, located on a corner. Entrance at or adjacent to a corner. Petitioner shall forego all other wall signs. Each corner is permitted one. Only name or logo is permitted.



Sign shall not be higher than top of second story ceiling line or the roof top.

48 inch maximum projection to outside face.

For corner projecting blade signs, the square footage allowed would be 50% of the linear feet of the storefront, for example: $\frac{x + y}{2}$

Maintain an 8 foot clearance from pedestrian thoroughfare.

menu boards for restaurants:

Restaurants may also utilize a menu board mounted on a wall near the main entrance. Each restaurant is permitted one menu board for the purpose of listing items available for consumption.

Regulations: 6 square feet maximum.
May be internally illuminated.
May not be free standing.



A menu board displays the food items and specials that are being served.

A menu board is a way to promote and attract new clients to your establishment.



An example of a menu board mounted near the entrance of a restaurant.

2 downtown: article II chapter 30 municipal code

removable signs:

Each business shall be allowed to display at one time, only one of the two types of signs.

- a. sandwich board sign
- b. removable hanging sign

a. sandwich board / sculptural sandwich board signage:

A sign set on the ground (without attachment to the ground) in an 'A' frame configuration with two panels hinged at the top. A sculptural sandwich board sign is sculptural in form, such as a human figure, sculpture art, or other object, and contains an integral sign panel on one or two sides. A sign permit is only required for sandwich board signs in the B-5 District.

Number: One sandwich board sign is allowed per street frontage or per entry.

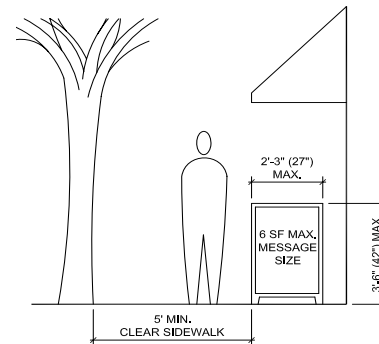
Size: Six square feet maximum on each face of the sign. 27" wide x 42" tall maximum. Sculptural sandwich board signs shall not exceed 6 feet in height and 3 feet in width. Design Commission approval is required for all sculptural sandwich board signs.

Location: May be located on sidewalks contiguous to the business being advertised. 5 feet sidewalk clearance must be maintained.

Message: Name of business, products produced, or services rendered. Handwritten messages must be neat and legible on a dark color background. White erasable boards are not allowed. Manual change bulletin boards are not allowed.

Construction: Wood or metal construction allowed. Plastic sandwich board signs are discouraged. Signs must remain upright.

Hours of Display: May only be displayed during open business hours. Not permitted on a public sidewalk during times of snow and inclement weather.



Sandwich Board Dimensions.



Nice design and material; good location.



Sculptural Sandwich Board Sign.

b. removable hanging sign:

A removable fabric sign hung from a bracket that is fixed to the building.

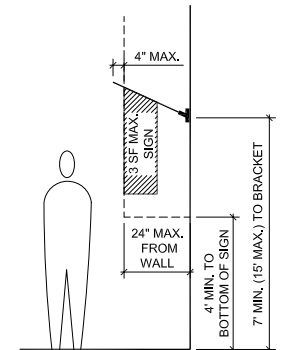
Number: One removable sign is allowed per business.

Size: Removable hanging signs can be no larger than three square feet.

Message: The name of the business, logo of the business, type of business, seasonable décor, and/or "OPEN" shall be permitted on a removable hanging sign.

Construction: Must be made of a weather-resistant and fade-resistant fabric. Mounting brackets shall be permanently mounted to the building, with the hanging sign being removable. Clothes hangers and other similar means of attachment are not permitted.

Hours of Display: May only be displayed during open business hours. Must be removed during times of windy and inclement weather.



Removable Hanging Sign Dimensions.



2 downtown : additional marketing & branding approaches

window display:

An additional strategy employed for marketing is the use of window displays. A thoughtfully put together window display can seasonally rotate new products. A window display can add additional appeal and strengthen the branding approach.

Window displays are a bonus since they do not require a permit and are not considered signage.

project highlight:

Another way to promote retail is through attractive window display. This is a way to use existing window elements to display products. A creative and organized window display appeals at the pedestrian level.



branding through logo on awning

elegantly designed awnings



branding through window display

organized product display

window signs in the downtown:

Window signs are a bonus to the types of wall signs allowed for a business in the downtown. A business can format a window sign and graphics to reflect its image. A window sign can be used in addition to other types of signs and does not require a permit.



Regulations:

Permanent Window Signs:
Maximum 20% of the glass area.

Temporary Window Signs:
Maximum 20% of the glass area.

Total: Cannot exceed a maximum of 40%.

Window signs must be contained within the individual window pane and cannot be combined to form larger signs.

A window sign can be used to strengthen the image and identity of a business.



Tastefully done window signs are a boost to existing types of signs allowed in the downtown. Good graphics use the logo, colors, & typeface to brand the image of a business and create an inviting atmosphere.

3 ground signs : article III chapter 30 municipal code

ground sign:

A ground sign is a free standing sign, except temporary signs, that is placed in the ground or supported by uprights or braces. It is not attached to a building, fence or other permanent structure.

A monument sign is a ground sign which may be displayed on a decorative wall or structure. A height of 6 feet is the maximum permitted.

Number: One ground sign shall be allowed per frontage of a building or buildings which share a common wall. An additional ground sign may be permitted, provided there is a minimum of 800 feet of separation between ground signs as measured along the right-of-way line.

Dimension: A height of 16 feet 6 inches is the maximum permitted.

Setbacks: B-1 thru B-5 district: 3 feet
All other districts: 15 feet
Monument signs are exempt if a 6 foot height is met and visibility is not obscured.

Landscaping: The area around a ground sign must be landscaped two feet out from the base of the sign.

Square Feet: Use the table below for all zoning districts, except R and O-T zoning districts. Refer to Chapter 30 for those districts.

Width of Public ROW	35 mph or less	Over 35 mph
up to 66 feet	40 sf total sign area per face	60 sf total sign area per face
over 66 feet	66 sf total sign area per face	80 sf total sign area per face

Visibility: A sign placed within 12 feet of an intersection must provide for proper visibility.



A monument sign that is well designed.

A monument sign with a base that fits the surrounding context is encouraged. Landscaping is seasonally changed.



The above ground signs are well landscaped & maintained. The Esplanade sign is a multi-tenant sign that fits with the contemporary style of architecture.

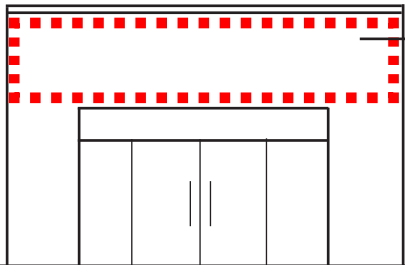


Positive example of a manual change bulletin board sign.

When incorporating a manual change bulletin board into a ground sign, the text should preferably be balanced, either centered or right or left justified, Consider one consistent font color and type. Limited to 50% of sign area. Manual change printed panels are allowed.

3 wall signs: article IV chapter 30 municipal code

A wall sign is placed flat against, or no more than 12 inches from an exterior wall of a building. Typically it is above the storefront.



SIGNABLE AREA is a continuous space designated for signage. The architecture of the building is the guiding principal when determining signable area.

Number: Each business establishment is permitted one wall sign per street frontage it faces.

An additional smaller wall sign is permitted on an additional wall facing a privately owned parking lot, no larger than 25% of the signable area or 60 square feet, whichever is less.

Dimensions: A wall sign may be 25% of the signable area or 150 square feet, whichever is less.
If a building is set back from the property line more than 150 feet, the wall sign is permitted to be one square foot larger for each foot of setback beyond the 150 feet, but in no instance can the sign exceed 25% of the signable area.

Other: Refer to Chapter 30 for multi-story buildings and buildings in residential zoning districts.



Examples of well proportioned wall signs that relate to the facade and market an identity program.

project highlight:

The business featured below uses several successful signage techniques to brand its identity and draw in customers.



The type face selected is unique & fun. The type face recalls an old world aesthetic with each letter looking as if it was hand cut. The logo appears hand drawn and sits symmetrically on top to emphasize the type.



Awnings selected are a bold stripe pattern that call attention to the corner location. The material selected for the awnings is a durable sunbrella material.



The window graphics tastefully list select products that are featured in the establishment.

The finished signage program is a package of many types of signs that are put together creatively.

3 window signs & temporary signs: article VI chapter 30 municipal code

window signs:

Window signs are exempt from a permit, however compliance with regulations is required.

Regulations: Window signs posted in public view shall not exceed 40% of the individual window pane through which or on which they are seen. The window sign shall be contained within the individual window. Window signs shall not be combined together to form larger signs.



Good window graphics will promote the sale of products through tasteful advertising.



Oversized window signs across multiple windows are **not** allowed.

temporary signs:

A temporary sign is a non-permanent sign installed, affixed, or maintained on a premises for a short, fixed, period of time. Permits are required for temporary signs.

Regulations:

Residential Single Family Lot:	8 sf maximum
Residential Development Site:	16 sf for individual signs 32 sf maximum for all signs combined
All Other districts:	32 sf for individual signs 64 sf maximum for all signs combined

A temporary sign must be removed 7 days after the conclusion of the sale or event that the sign is promoting.



A temporary sign located in a residential district.



A temporary sign advertising an event.

3 electronic message board signs: article VII chapter 30 municipal code

electronic message board signs:

A portion of a monument style ground sign on which the message, copy, graphics, or display can be changed by remote or automatic means, used to advertise a business, goods, and/or services that are available on the property on which the sign is placed.

Ground Signs Only: Electronic message signs are only permitted on monument style ground signs, and the ground signs cannot be taller than ten feet. All other requirements for ground signs as set forth in Chapter 30 shall apply, unless a more specific requirement is listed in the electronic message sign article.

Display: Only high resolution, full color electronic displays are allowed, and must be maintained in "like-new" operating condition. The sign must use auto-dimming technology so that the display brightness automatically adjusts based on ambient lighting conditions.

Quantity: Only one electronic message sign per property is permitted.

Size: Electronic message signs must be incorporated as part of a conventional monument style ground sign which displays the business name or use. The electronic portion of the sign must be the lower portion of the sign. The maximum size of an electronic message sign can be at most 33% of the allowable ground sign size.

Spacing: There must be a minimum of 300 feet spacing between electronic message signs on the same side of any street.

Location: Electronic message board signs are only permitted in designated major arterial commercial corridors as identified in the maps attached at the end of Article VII, but are not permitted within 300 feet of any residential property. Contact the Department of Planning and Community Development at 847-368-5200 for more information.

Approval: All electronic message signs require Design Commission review and Village Board approval.

Operational standards:

1. The sign shall have a static display only. No scrolling, fading, flashing, animation or video is permitted, nor is any sound permitted.
2. Messages must be displayed for a minimum of 10 seconds.
3. The sign must use auto-dimming technology so that the display brightness automatically adjusts based on ambient lighting conditions.
4. Off-premises advertising is not allowed.
5. All-electronic message signs are only permitted to be illuminated the same hours that the business the sign represents is open.



Example of a nicely designed electronic message sign with a decorative stone base.



Overly bright, monochromatic electronic signs are **not allowed**.

3 sandwich board signs: article VIII chapter 30 municipal code

sandwich board signage:

A sign set on the ground (without attachment to the ground) in an 'A' frame configuration with two panels hinged at the top. Sandwich board signs are permitted in the B-1, B-2, B-3, B-4, & B-5 zoning districts only. A sign permit shall only be required for sandwich board signs in the B-5 District.

- Number:** One sandwich board sign is allowed per street frontage, with a maximum of two signs
- Size:** Six square feet maximum on each face of the sign. 27" wide x 42" tall maximum.
- Location:** Must be located on private property within 10 feet of the building entrance. May not block pedestrian or vehicular access.
- Message:** Name of business, products produced, or services rendered. Handwritten messages must be neat and legible on a dark color background. White erasable boards are not allowed. Manual change bulletin boards are not allowed.
- Construction:** Wood or metal construction allowed. Plastic sandwich board signs are discouraged. Signs must remain upright.
- Hours of Display:** May only be displayed during open business hours.



Located Near Entrance and Displaying Products Produced.



Metal Construction and Professional Image.



Unobstructed Sidewalk and Appropriate Size.

bad examples of sandwich board signs - NOT ALLOWED



In Public Right-Of-Way. NOT ALLOWED



Near Road / Away From Building Entrance. NOT ALLOWED



Two signs at one street frontage. NOT ALLOWED



Manual Change Bulletin Board. NOT ALLOWED



Blocking Entrance. NOT ALLOWED

4 prohibited signs

The following types of signs are not permitted by code.

- Flashing, moving, rotating signs or signs that create illusion of movement.
- Signs in the public right of way (except for sandwich boards in the Downtown).
- Roof signs.
- An Off-premise sign, or a sign advertising a business or service not located on the same property as the sign.
- Portable Signs.
- Strings of LED lighting, neon tube lighting, rope lighting, or other similar lighting around the perimeter of windows or doors if it is visible from the public right of way.
- Miscellaneous attention getting devices.



LED string lighting around windows is **not allowed**.



Feather banners are **not allowed** due to fluttering movement.

Avoid code enforcement and removal of an illegal sign by obtaining Village approvals prior to fabrication and installation of any sign.

5 sign permit process

step 1:

- Obtain the zoning district in which the building is located.
- Analyze the regulations in Chapter 30 of the Municipal Code in accordance with the zoning district.
- Does the proposed sign meet the regulations?
- If the sign does not meet the regulations, what modifications can be made to the sign so that it conforms with the code?

step 2:

- Obtain a permit application online at www.vah.com, or at the Building Department front counter.
- Once all required application materials are submitted, the Building Department will coordinate the processing of the application and distribute to the respective reviewing departments.
- The Planning & Community Development Department will review for compliance with Chapter 30 regulations.
- Once a final approval is received the Building Department will contact you for fees and picking up the permit.

step 3:

- If a project is rejected, the Building Department will contact you with a response sheet.
- Modify the proposed sign so that it meets regulations from Chapter 30 of the Municipal Code.
- If a variation is determined necessary, then please contact the Planning & Community Development Department for Design Commission Sign Variation forms and application.
- Meet with the Staff Liaison to the Design Commission in the Planning & Community Development to discuss the variation and process the application.
- A meeting with the Design Commission will be scheduled to review the proposed variation.
- Once a recommendation is made by the Design Commission, a meeting with the Village Board will be scheduled for final action, which may be denied.

MURAL TOOLKIT



Commission for
Arts and Culture

Commission for Arts and Culture
1200 Third Avenue, Suite 924
San Diego, CA 92101

THINKING ABOUT CREATING A MURAL IN SAN DIEGO?

HERE'S WHAT YOU NEED TO KNOW ABOUT PROPOSING A MURAL
FOR CITY PROPERTY AND THE PUBLIC RIGHT-OF-WAY

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Murals help make San Diego a more dynamic and creative city, engage people, and stimulate dialogue and exchange of ideas. They improve the visual quality, design, and experience of spaces, and foster connection between artists and communities.

To ensure artistic merit and quality and to determine that a mural is appropriate to its site, architecture, and social context, the City of San Diego (City) requires that any artwork ¹ (including murals) proposed for property owned by the City, under the jurisdiction of the City, or both, be reviewed by the Commission for Arts and Culture and approved by the City.

Typically, mural projects are privately funded and are initiated by community-oriented organizations who are working with an artist(s) ². This toolkit does not apply to murals proposed on privately owned property.

If you are interested in proposing a mural for City property or the public right-of-way, please review the mural application process and toolkit to get started.

If a mural is approved, the applicant will be expected to enter into an agreement to maintain the mural while on City property or the public right-of-way and remove it at the end of the exhibition period.

Please note that approval of a mural design does not constitute acceptance into the City's Civic Art Collection, unless specifically commissioned by or acquired by the City through the office of the Commission for Arts and Culture (Arts and Culture staff). The City does not take responsibility for maintenance or preservation of artworks which are not included in the City's Civic Art Collection.

Read the toolkit and don't hesitate to contact Arts and Culture staff with any questions at arts@saniego.gov or (619) 236-6800.

¹ The City adheres to definition of "artwork" which is contained in San Diego Municipal Code section 26.0701 et seq.

² The City adheres to definition of "artist" which is contained in San Diego Municipal Code section 26.0701 et seq.





MURALS ARE PUBLIC

Murals are typically installed in areas that are publicly accessible and visible. Accordingly, many of the standards listed in this toolkit are intended to ensure murals are designed with all viewers in mind.

PATIENCE IS APPRECIATED


City staff will need to review the proposed location during the site screening phase and will subsequently review the applicant's design during the application phase. The applicant's patience throughout this process is very much appreciated. To minimize the need for design revisions, applicants are strongly encouraged to follow the toolkit and submit everything required in the application.

ARTIST INVOLVEMENT

Applicants are required to work with an artist to create the mural. The community can be engaged in the development of the mural design and/or participate in the installation under the artist's direction. The City encourages design innovation with murals, while ensuring that they meet basic standards and criteria. Mural designs may go through several rounds of review and revision to ensure that all requirements are met.

EXHIBITION PERIOD


Murals that have been approved by the City and are proposed to be sited in the public right-of-way can be exhibited for a period of up to five years. Murals that have been approved by the City and are proposed to be sited on City property are temporary exhibits and can be exhibited for a period of up to one year.



The applicant is responsible for conducting public outreach, working with an artist to design the mural, obtaining permission for mural installation, funding, and creating the mural. Applicants also assume liability for the mural and ensure the mural is well-maintained and kept in good condition. If an application is approved, the applicant will be expected to enter into an agreement with the City to maintain the mural while on exhibit and remove it prior to the end of the exhibition period. For more information on mural maintenance, see page 14.

INSURANCE

The applicant must maintain a policy of liability insurance, with the City and its respective elected officials, officers, employees, agents, and representatives named as additional insureds, in an amount specified by the City, that will protect the City from any potential claims which may arise with the mural. Certain projects may require that the applicant also obtain policies of automobile and worker's compensation insurance in an amount specified by the City.



There are many factors that play a role in developing a mural on City property and in the public right-of-way, from the goals for developing a mural to the participants, i.e. the surrounding community, artists and the mural site. One of the main purposes of the review process is to educate applicants about technical issues that need to be addressed for their projects to be successful. During the review process, Arts and Culture staff will often make recommendations to the applicant to strengthen their projects, including ideas like:

- Maintenance, to ensure projects are maintainable during the exhibition period
- Avoiding damage from maintenance equipment and vandalism
- Addressing public safety and accessibility
- Addressing artists' copyrights
- Developing projects at a manageable and appropriate scale

Outlined below is the process for mural development and approval on City property and in the public right-of-way.

MURAL PROPOSAL

STEP 1

IDENTIFY & SUBMIT MURAL SITE FOR PRELIMINARY SCREENING

Be sure that the site of the proposed mural location meets the site selection standards specified in this toolkit (see pages 16-19). After reviewing the toolkit and verifying that the location meets these standards, email a .pdf or .jpg map designating the proposed mural location, photos of the site from different vantage points, and the address or adjacent addresses to Arts and Culture staff at arts@sandiego.gov.

An interdepartmental City staff team from the office of the Commission for Arts and Culture and the department(s) with jurisdiction over the site will review the initial proposed mural location to ensure that the site is suitable for further consideration. Applicants can proceed to the next steps in the review process after staff confirms that a site is eligible* for the City's further assessment.

**Passing the preliminary site screening does not guarantee mural or site approval. Mural and site approval is ultimately subject to the discretion of the City of San Diego.*

STEP 2

IDENTIFY THE ARTIST

Be sure that the artist meets the City's definition of artist.³

³ *The City adheres to definition of "artist" which is contained in San Diego Municipal Code section 26.0701 et seq.*

STEP 3

PERFORM PUBLIC OUTREACH

Make sure that anyone who will be impacted by the mural – like neighboring residents and businesses – are aware of the proposal. Letters of support from these entities make for a stronger mural proposal application.

For murals in the public right-of-way, written permission from the owner(s) of the property(ies) underlying the public right-of-way is also required. The [County of San Diego Assessor's Office](#) can be a helpful resource for applicants who need assistance identifying the underlying property owner. See pages 20-21 for more information on public outreach requirements.

STEP 4

SUBMIT MURAL APPLICATION

Submit the mural application through the City's website. Arts and Culture staff will review the application to ensure that it is complete. As part of the application, the following documentation is required: site plans and photos, conceptual renderings, material data sheets, artist resumes, signed artist waivers and copyright licenses from each artist, outreach documentation, and art consent forms, if applicable.

PROPOSAL REVIEW & APPROVAL

STEP 5

INTAKE AND REVIEW OF MURAL PROPOSAL

Mural applications will be assigned to an Arts and Culture staff contact who will work with the applicant to ensure that the mural design meets specified standards. City department(s) with jurisdiction over the site will also review the application. Applicants may receive additional comments from this department(s) that require additional revisions or clarifications to the proposal.

STEP 6

COMMISSION FOR ARTS AND CULTURE REVIEW OF MURAL PROPOSAL

Following City staff review, the mural proposal application is placed on the calendar of the Public Art Committee (PAC), a Commission for Arts and Culture committee. The PAC will make a recommendation to the full Commission. The Commission for Arts and Culture will review PAC's recommendation and make a recommendation to the Executive Director of the Commission for Arts and Culture. These meetings are open to the public and mural applicants are welcome to attend; however, attendance is not required.

STEP 7

MURAL APPROVAL

The Arts and Culture staff contact will notify the applicant of the results of the review process. If the mural is to be placed on City-owned property, the applicant may be required to obtain a letter of approval or support from the appropriate City department prior to approval of the project by the Executive Director of the Commission for Arts and Culture.

AGREEMENT & PERMITTING

STEP 8

FINAL MURAL APPLICATION PACKAGE

Once the City has approved the proposal, the applicant will enter into an agreement with the City to maintain the mural while on exhibit and remove it at the end of the exhibition period. Arts and Culture staff will provide the applicant with a populated Temporary Artwork Maintenance and Removal Agreement for signature.

For murals proposed in the public right-of-way, Arts and Culture staff will provide the applicant with a populated Temporary Artwork Maintenance and Removal Agreement for submission to the City's Development Services Department along with the applicant's completed Public Right-of-Way permit forms and insurance documentation. Murals in the public right-of-way are considered placemaking projects and require a placemaking permit. See [Information Bulletin 568, How to Obtain a Permit for Placemaking](#), for more information. The applicant will need to complete the forms specified in section III. B. 1. General Application, B. 2. Stormwater Requirements Applicability Checklist, and B. 4. Construction Plan. Note that the applicant will have already submitted the Encroachment Exhibit and Record Owner Permission as part of the mural application. After Development Services Department's review of the complete application package and payment of permit fees, Development Services Department will issue the agreement and permit.

For murals proposed on City property, Arts and Culture staff will prepare an agreement for the applicant to maintain the mural and remove it at the end of the exhibition period. The applicant will need to submit their insurance documentation to Arts and Culture staff and depending on the project, the applicant may need to obtain permits from Development Services Department or another City department before installation.

STEP 9

ADDITIONAL PERMITS & FEES

Applicants may also be responsible for additional permit applications and fees. These may include permits for [traffic control](#) if the mural project will encroach into the public right-of-way, including the sidewalk area, and permits for [construction](#) if the applicant plans to fabricate a structure to affix the mural to a wall. If the painting of the mural will involve a “paint out” with community members or a similar planned event, the applicant may be required to obtain a [special event permit](#). The applicant will be responsible for any fees associated with these permits.

STEP 10

PERMIT / AGREEMENT ISSUANCE

Mural applicants must obtain required permit(s) and agreement. Installing murals or beginning work without a permit(s)/agreement can lead to fines. All permit(s) and agreements issued by the City are subject to inspection and murals must be installed per approved plans and to City specifications. Deviation from the approved design could result in citations and the mural's removal.

FABRICATION AND INSTALLATION

STEP 11

PRE-INSTALLATION SITE INSPECTION

The applicant is required to notify the Arts and Culture staff contact prior to beginning any site work to schedule a pre-installation site inspection. Arts and Culture staff will need to review the applicant's permit(s), agreement, and insurance before authorizing the commencement of installation, so it is recommended that the applicant bring a copy of all paperwork to the meeting. The purpose of this meeting is to review site conditions, review the approved mural design, discuss any logistics prior to installation, and establish a timeframe for follow-up meeting(s).

STEP 12

MATERIALS

The applicant or the artist must purchase and install the required materials for the mural. Traffic paint specified by the City is required for intersection murals and water-based exterior paint is required for other locations. Mural materials must be durable and weather resistant to prevent premature deterioration or other unintended changes in appearance. Mural materials must be appropriate for its outdoor location and climate, with special considerations for longevity. Mural materials other than paint may be considered for murals on City property and retaining walls in the public-right-of-way. All materials require pre-approval by the City.

STEP 13**SITE PREPARATION**

The mural site should be properly prepared. This may involve cleaning to remove dirt and debris, and the repairing of any cracks or irregularities on the surface.

STEP 14**INSTALLATION**

Once the applicant has received the required permit(s) and agreement, completed the pre-installation site inspection meeting, and assembled all the necessary materials, the mural installation may begin. The applicant should manage the site to ensure that the artist and any other participants are safe and secure – adhering to all health and public safety protocol and using materials in compliance with all State and Federal regulations and according to manufacturer’s specifications. Materials should be applied in a quality manner and all clean-up and material disposal must adhere to State and Federal regulations. All materials and equipment must be removed from the site after installation is complete.

STEP 15**POST-INSTALLATION SITE INSPECTION**

The applicant is required to notify the Arts and Culture staff contact upon completion of mural installation to schedule a post-installation site inspection. This inspection will verify that the mural installation is consistent with the features, dimensions, and materials specified in the approved design. Further inspection by the City engineer may be required.

POST-INSTALLATION

STEP 16

MAINTENANCE

The applicant is required to keep the mural well-maintained and in good condition under the provisions of approval of the permit(s) and agreement. Mural applicants are encouraged to develop a maintenance plan for keeping the mural free of debris, grime, graffiti, and litter. Murals may require restoration from time to time due to wear and tear from prolonged exposure to the elements. For murals in the public right-of-way, applicants are also required to post the name, phone number, and email address of the party responsible for the mural in a location visible from the public right-of-way. The City will continue to monitor the mural for compliance with the maintenance agreement. Failure to comply may result in removal of the mural before the exhibition period ends.

STEP 17

REMOVAL

End of Exhibition Period. Prior to the expiration of the term of the agreement, the mural will need to be removed and the site returned to its original condition to the satisfaction of the City. For the removal of murals in the public right-of-way, the applicant must adhere to section 314-2.1 of the *Standard Specifications for Public Works Construction* (Greenbook), and the City of San Diego "Whitebook" supplement to the Greenbook.

STEP 17 (cont.)

REMOVAL

Self-initiated removal. If the applicant decides they no longer want to exhibit and maintain the mural, the applicant is responsible for removing it. Removal may require additional permits from the City for traffic management or construction. The applicant must notify the Arts and Culture staff contact prior to removing the mural.

Site improvements. In some instances, such as streetscape repaving or building maintenance, the City may require the applicant to remove the mural. The City may remove the mural or parts of the mural with little or no notice. Circumstances permitting, the applicant may be able to re-install the mural after the improvement has been completed. The applicant is responsible for the costs of re-installing the mural.

Public safety emergencies. Because murals may sit on top of buried utilities, there may be instances when the mural will need to be removed with little or no notice. In the unlikely event of a utility failure threatening public safety such as a water leak, the City may remove the mural or parts of the mural with little or no notice. The applicant is responsible for restoring any damage to the mural.

SITE SELECTION STANDARDS

INTERSECTIONS

Murals can be considered in intersections in the city of San Diego, provided that the sites are identified as eligible during the preliminary screening process and written permission from the adjacent property owner(s) is obtained. Murals must comply with the [City Engineer's Memo to Industry dated May 25, 2018](#).

SIDEWALKS

In general, murals can be considered on sidewalks in the city of San Diego if the sites are identified as eligible during the preliminary screening process, the applicant owns the underlying property served by sidewalk or obtains written permission from the adjacent property owner(s). Only the sidewalk can be painted, not the curb, gutters, or any accessible ramps. Murals on sidewalks must comply with the [City Engineer's Memo to Industry dated May 25, 2018](#).

RETAINING WALLS

Murals can be considered on retaining walls in the city of San Diego if the applicant obtains permission from the underlying property owner and the site is identified as eligible during the preliminary screening process. Certain contexts may prevent murals from being able to be applied directly on the wall.

If the applicant is interested in creating a mural for a retaining wall in the city of San Diego that is under the jurisdiction of Caltrans, it is necessary to contact [Caltrans Transportation Art](#) directly to learn more. Murals on Caltrans property require additional review and approval by the City, as well as the execution of an agreement with the City for the maintenance of the mural.

BUILDING WALLS

In general, murals can be proposed for temporary placement on an existing City-owned building provided that the site is identified as eligible for further consideration during the preliminary screening process. Murals should not obscure or detract from the significant architectural features of a structure or compromise the proper function of any building or use and are typically not allowed on historical buildings. Certain contexts may prevent murals from being able to be applied directly on the wall.

ZONING

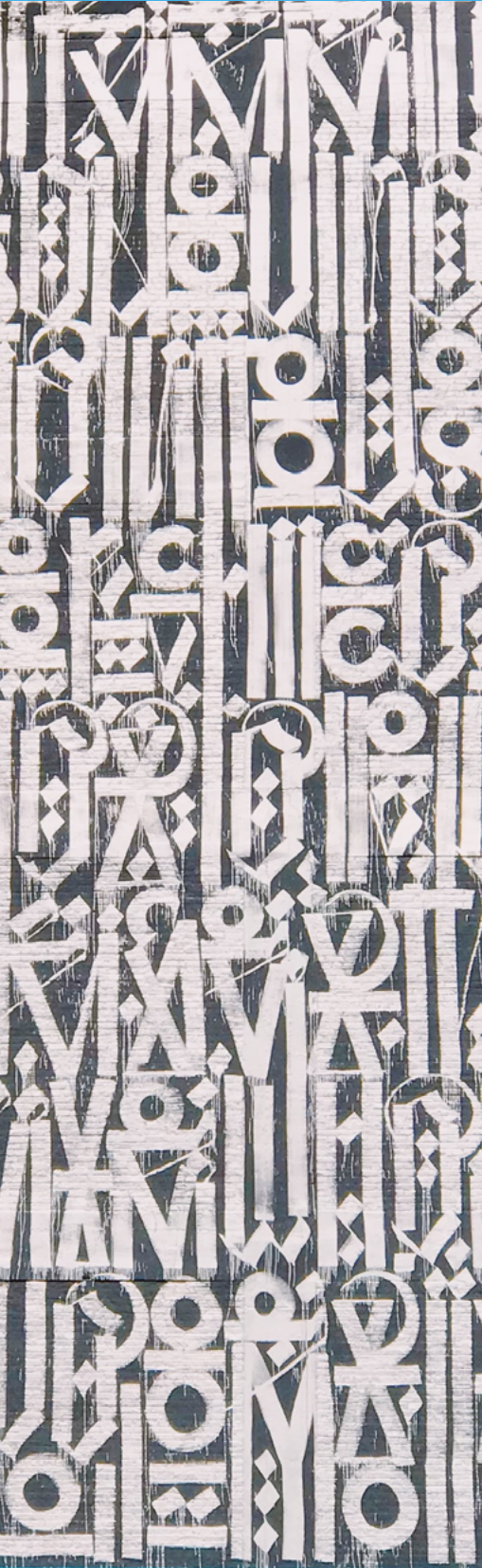
Murals in the public right-of way are not allowed in Industrial Base Zones or Residential-Single Unit (RS) Zones. The City's [Official Zoning Map](#) can be helpful, and can give applicants an idea of where these zones are located. Murals on City property and in the public right-of-way within the [Coastal Overlay Zone](#) will require a coastal development permit.

PARKING DISTRICTS AND ASSESSMENT DISTRICTS

Murals within a [parking district](#) or an assessment district such as a [business improvement district](#), [maintenance assessment district](#), or property business improvement district may not interfere with existing or planned activities, construction or maintenance of the district.

UTILITY BOXES

The City doesn't administer a painted utility box program. Most boxes in the public realm are owned by utility companies. Applicants may contact appropriate utility companies directly to inquire about the possibility of painting utility boxes owned by utility companies in their area.



OTHER LOCATIONS

Other locations are considered by the City on a case-by-case basis.

CITY PROJECTS / FUTURE CITY-SPONSORED IMPROVEMENTS

As part of the preliminary site screening, the City reviews proposed mural locations for potential conflicts with future programmed building improvements, streetscape improvements, and repaving projects. The City may reject mural proposals that conflict with future improvements. Before submitting a proposed site to City, check [here](#) to make sure the location is not due for construction soon.

ACCESSIBILITY / VISIBILITY

Murals must be located in a manner that is visually and physically accessible to the public. They may not interfere with access to individuals with disabilities per the Americans with Disabilities Act Accessibility Guidelines (ADAAG).

DESIGN STANDARDS

HIGH QUALITY PUBLIC REALM

The City supports high quality artwork that is relevant to the site and has the support of the local community. Murals must exhibit excellence in design, material, and application that will enhance the overall development and appearance of the site. Murals must be designed and constructed under the supervision of an artist who has sufficient knowledge and experience in the design and execution of such projects, as well as with the application of the selected medium.



STREET DESIGN

Murals should not mimic or conflict with official traffic pavement markings and symbols, such as stripes or traffic signs, to ensure that drivers aren't confused. Murals must be consistent with the [Street Design Manual](#) and the Circulation Element of the relevant [Community Plan](#) and allow for safe and efficient vehicle and pedestrian visibility and circulation. Murals should not contain text on the pavement of street intersections or cul-de-sacs, or paint over existing utility frames and covers, or survey monuments and markers.

ADVERTISING AND SIGNAGE

Logos, advertising, signage, and other branding are prohibited.

COPYRIGHTED MATERIAL

Murals should not contain material that is protected under copyright law unless written permission is obtained and provided to the City. This includes permission to use photos of people, all copyrighted material and text, and images of artwork. Allow ample time to acquire these permissions.

In addition to the standards above, the office of the Commission for Arts and Culture may evaluate mural applications using the criteria in sections 8.2 and 12.1 of the [Collection Management Policy for the Civic Art Collection](#).

Note: These are standards and may not be required in all cases. Similarly, there may be instances where City staff requires additional design modifications not covered in this toolkit. Mural approval is ultimately subject to the discretion of the City.



It is important to demonstrate that the applicant has communicated with its neighbors regarding the mural proposal, and to include documented support for the mural from nearby businesses, residents, property owners, and others.

REQUIRED OUTREACH

Public Right-of-Way:

Applicants are required to provide a completed Art Consent Form or similar proof of written permission from the owner of the property underlying the public right-of-way as well as the adjacent property owner. See Appendix A for Art Consent Form.

City Property:

Applicants may be required to obtain a letter of approval or resolution from the appropriate City department after the Commission's review of mural application. The Arts and Culture staff contact will provide guidance as to whether this will be required following review of the application.

ADDITIONAL OUTREACH

For murals in the public right-of-way, applicants are highly encouraged to acquire additional letters from neighboring stakeholders (i.e. neighborhood associations, business improvement districts, planning groups, etc.) expressing support for the project. Letters should highlight the benefits of the proposed mural for the local neighborhood, the temporary nature of the mural, and acknowledgment of any potential closing of the street or sidewalk for a day. It should also include contact information for the person signing the letter. Full consensus in support of the mural is not required for the proposal to be considered. If applicants are unable to obtain a letter of support from stakeholders, submit a copy of the correspondence which demonstrates that they were notified of the mural proposal.

For murals in the public right-of-way, some mural applicants have posted a petition which nearby property owners and/or residents may sign in support of the mural proposal. If an applicant chooses to do this, the petition should include check boxes where signers can indicate if they live on the city block where the mural will be installed, or in the nearby neighborhood. Petitions should also include an opportunity for residents to leave their contact information, including their address.

Some applicants proposing murals in the public right-of-way have hosted community meetings. If an applicant chooses to do this, it is necessary to provide public notice of the meeting and provide documentation of the meetings(s) with the application. The discussion at the meeting is advisory only and is not binding on the applicant.

APPENDIX A: ART CONSENT FORM

RECORD OWNER PERMISSION

THIS IS FOR ARTWORK IN THE PUBLIC RIGHT-OF-WAY ONLY (SIDEWALK OR STREET).

The following applicant has requested that the City of San Diego approve a temporary artwork project and be subsequently issued a City Public Right-of-Way Permit and Encroachment agreement for up to a five-year period. The applicant has requested that the artwork be installed on the _____ street (or _____ sidewalk) that is adjacent to your property.

Proposed Artwork :
Location :
Name of Organization :
Address :
Phone Number :
Email Address :
Contact Person :

By signing in the space provided below, the property owner agrees and consents to allow the applicant to install temporary artwork on the street (or sidewalk) adjacent to their property pending City approval.

Property Owner (print name) : _____

Property Address : _____

Signature : _____ Date : _____

COPYRIGHT LICENSE & ARTIST WAIVER

COPYRIGHT LICENSE AND ARTIST WAIVER FOR ARTWORK ON **CITY PROPERTY OR IN THE PUBLIC RIGHT-OF-WAY** (Page 1 of 2)

I, _____ (Artist) have prepared designs for the artwork entitled _____
Name of artist Title of the artwork
and more particularly described as _____
Description of artwork

and located at _____
Street address of artwork
in the City of San Diego, County of San Diego, State of California (Artwork).

The above-described Artwork may be considered to be a “work of visual art” and subject to the provisions of the artist’s rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) (“VARA”), and a “work of fine art” subject to the provisions of the California Art Preservation Act, Cal. Civil Code §§987 and 989 (“CAPA”). I am an author of the Artwork described herein, and am authorized to waive the rights conferred by VARA and CAPA, and any rights arising under United States federal or state law, or under laws of another country, that convey rights of the same nature as those conveyed under VARA and CAPA that are herein waived, as against the City of San Diego (City) and its agents, and grant the City a license to reproduce the Artwork as specified below.

1.0 Alterations, Modification or Removal of Artwork. The City has the right to move, remove or otherwise alter or modify the Artwork. The Artist acknowledges and understands that the installation of the Artwork may subject the Artwork to destruction, distortion, mutilation, or other modification due to the acts of third parties.

1.0.1 Limited VARA Waiver. In consideration of the covenants and conditions in this waiver, and except as otherwise provided for in this waiver, the Artist agrees to waive any right that the Artist may have under VARA to prevent the removal of the Artwork, or the destruction, distortion, mutilation, or other modification of the Artwork which arises from, is connected with, or is caused or claimed to be caused by the removal, repair, conservation, maintenance or storage of the Artwork by the City or its elected officials, officers, employees, agents, or representatives, or by the presence of the Artwork at the site. The Artist’s VARA rights under this waiver shall cease with the Artist’s death and do not extend to the Artist’s heirs, successors or assigns.

COPYRIGHT LICENSE & ARTIST WAIVER

COPYRIGHT LICENSE AND ARTIST WAIVER FOR ARTWORK ON **CITY PROPERTY OR IN THE PUBLIC RIGHT-OF-WAY** (Page 2 of 2)

1.0.2 California Civil Code Section 987 Waiver. In consideration of the covenants and conditions in this waiver, the Artist waives any rights which the Artist or the Artist's heirs, beneficiaries, devisees, or personal representatives may have under CAPA to prevent the removal, defacement, mutilation, alteration, or destruction of the Artwork.

1.1 Conflict. This clause is intended to replace and substitute for the rights of the Artist under VARA and CAPA to the extent that any portion of this waiver is in direct conflict with those rights. The parties acknowledge that this waiver supersedes those laws to the extent that this waiver is in direct conflict therewith.

1.2 City's License to Reproduce. In consideration of the placement of the Artwork on City property, the Artist does hereby grant a non-exclusive, irrevocable, royalty-free copyright license to the City, and to other parties duly authorized by the City, to reproduce the Artwork in two dimensions for all standard City educational, public relations, tourism and arts promotional purposes or digital reproductions of the Artwork, and displaying, images to the general public. Such reproductions and transmissions may be magazines, books, newspapers, journals, brochures and pamphlets, exhibition catalogues, films, television, video, websites, slides, negatives, prints and electronic media, DVD, CD, computerized retrieval systems, and by all means or methods now known or hereafter invented in connection with standard City activities.

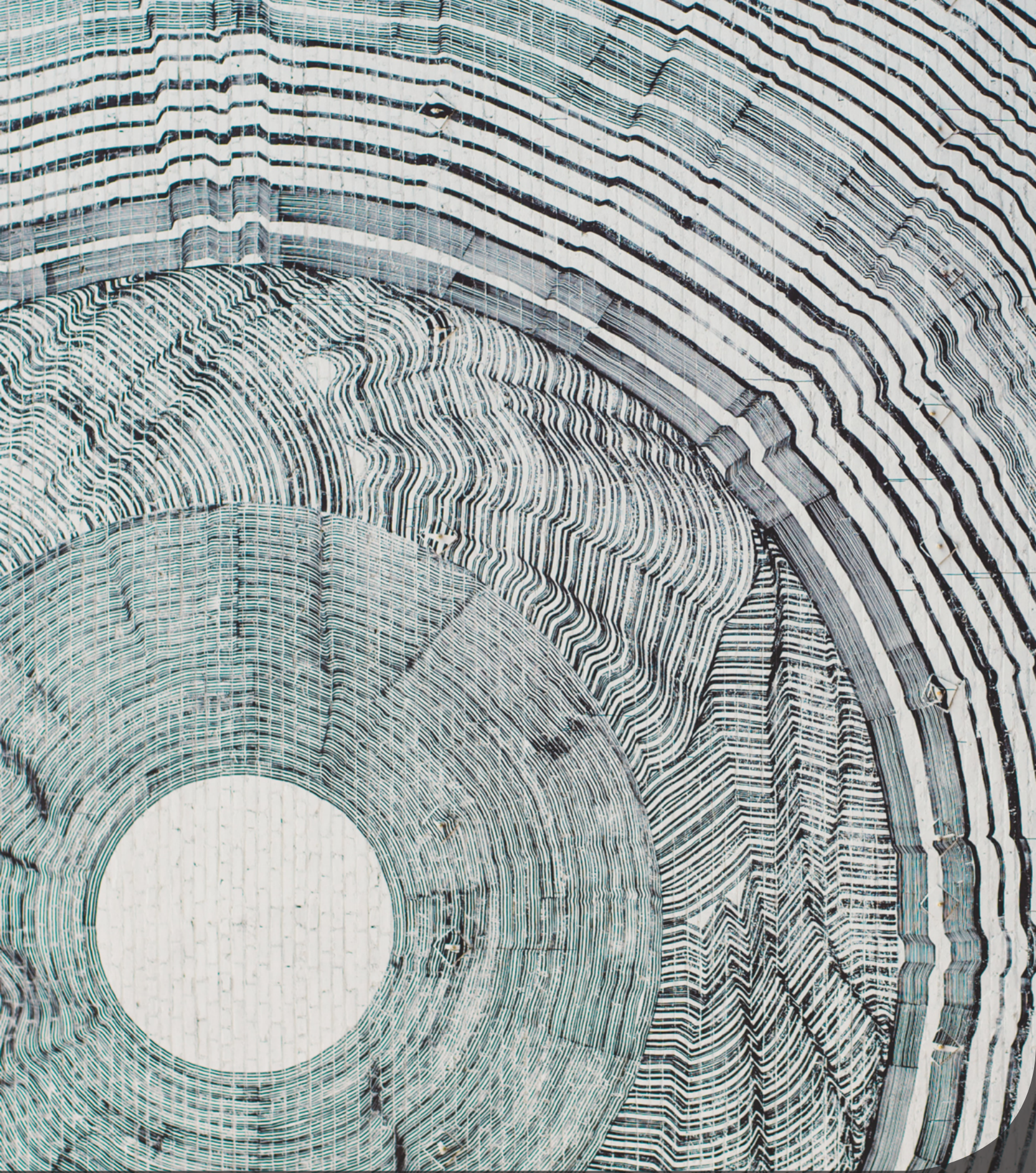
1.3 Artist's Representations and Warranties. The Artist warrants and represents to the City as follows: that the Artist has good and complete rights, title and interest in and to the copyright in the Artwork or is otherwise entitled to license the copyright or holds a copyright license which would allow for the grant of a sub-license for the copyright pursuant to the terms of this waiver and that the ownership of this copyright is not subject to any undisclosed liens, charges, licenses or other encumbrances; and that the Artwork and/or the granting of this waiver does not and will not infringe any third party's copyrights or other intellectual property rights.

HEREBY CERTIFY I am the record Artist of the Artwork and that I have read all of this license and waiver, this

_____ day of _____, _____
Day Month Year

By: _____
Print Name / Title

By: _____
Artist's Signature



Commission for
Arts and Culture

Commission for Arts and Culture
1200 Third Avenue, Suite 924
San Diego, CA 92101