

Sign Permits

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Signs include any visual communication device to convey a message, announcement, declaration, insignia or the space erected for an observer for identification, advertisement or promotion of any person, entity, product or service.

What Types of Signs are Regulated by the City of Salinas?

Most signs are subject to *Chapter 37, Article V, Division 3: Signs* of the Salinas Zoning Code. These generally include wall signs, freestanding signs, projecting signs, multistory office identification signs, construction signs, political signs, community event signs and temporary signs. These provisions regulate where signs may be placed, sign area, height, appearance and when older "nonconforming" signs must be removed.

Some signs are exempt from Zoning Regulations. If unsure, the best rule is to check with Community Development Department to determine if Zoning Regulations apply prior to constructing or installing any sign!

Some signs are prohibited. Examples include animated, flashing, moving or rotating signs, signs with changeable text, and mobile A-frame signs.

Are Permits Required to Build or Paint a Sign?

Yes. In most cases, a Sign Permit is required for any sign either constructed or painted on a building surface. Temporary signs require a Temporary Use of Land Permit. In some instances, a Building Permit may also be required.

What is a Master Sign Plan?

If a site has two or more nonresidential occupants, a *Master Sign Plan* must be approved before a Sign Permit can be issued.

A *Master Sign Plan* is an inventory of all existing and proposed signs prepared by a business owner. An approved *Master Sign Plan* is kept on file in Community Development Department. It enables a property owner to allocate a property's total allowed sign area among its individual tenant spaces and the property in general.

Once a *Master Sign Plan* is approved, Community Development Department checks all future signs for conformance with its requirements, e.g. number, size, location and design.

**INFORMATION
BULLETIN**

City of Salinas
Community Development Department
65 West Alisal Street
Salinas, CA 93901
(831) 758-7206

How are Sign Permits Obtained?

Step 1: Obtain an application for a Sign Permit, Master Sign Plan, or Temporary Use of Land Permit from:

City of Salinas
Community Development Department
65 West Alisal Street,
Salinas, CA 93901
Or
www.ci.salinas.ca.us

(Community Development Department page)

Step 2: For any property involving two or more nonresidential occupants, either prepare a new Master Sign Plan or prepare sign plans consistent with the existing Master Sign Plan.

Step 3: Confirm that the sign conforms to current Zoning Code, including sign area (37-50.610), the distance from the curb of freestanding signs (37-50.620(c)(4)) and the visibility triangle at driveways (37-50.460(b)). The Zoning Code may be found online at the city's website www.ci.salinas.ca.us.

Step 4: Prepare a site plan showing the proposed locations of the signs. Plans should be drawn to scale, dimensioned, and should show the relationship between the existing and proposed signs, existing and proposed buildings, property lines, and driveways. They should include: sign details, square footage of the signs, sign dimensions, colors, materials, and other relevant information. The plans should also include building elevation drawings indicating the heights and locations of all relevant buildings and signs for both the existing and proposed.

Step 5: Submit the completed application, including the proposed Master Sign Plan, if applicable. Submit four (3) copies of the site plan, building elevation(s), sign detail, and the application fee to Community Development Department.

Step 6: The proposed sign, and, if applicable, the Master Sign Plan and the existence of any "nonconforming" signs on the

property, will be reviewed for compliance with the Zoning Code.

Step 7: For most signs, except Master Sign Plans, Community Development Department will issue the Sign Permit over the counter. If required, a Building Permit must also be obtained after issuance of a Sign Permit.

May Multiple Signs be Placed on a Single Sign Permit?

Yes. A single application may contain multiple signs for any single business. It is unnecessary (and more expensive) to apply for separate Sign Permits.

What about Existing signs?

Existing signs that were legally constructed but no longer conform to current Zoning Regulations may change "message contents." Generally, changing message contents requires a new Sign Permit and, if necessary, a Building Permit. However, certain exceptions apply; see Community Development Department for more information.

Existing signs must be counted toward the total signage allowed if more signs are added.

How to Obtain More Information

Call Community Development Department at (831) 758-7206.

Related Information Bulletins

| Information Bulletin | Description |
|----------------------|----------------------------|
| 9 | Standard Permit Conditions |
| 14 | Fee Schedule |