

be located directly above the entrance to the building, or directly to the sides of the entrance at eye level. The following criteria are used to evaluate sign permit applications:

- ▶ The size of the sign must complement the intimate scale of the Downtown
- ▶ Colors must be sensitive to the environment of the block in which it will be located
- ▶ Design of the sign must be compatible with the distinctive architecture of its building, as well as representative of the business



These appropriate awnings include decorative features that enhance the signs' appearance.

- ▶ Materials can be enameled metal, painted wood, cast metal, painted fabric, high quality plastic, etc., or any combination of these materials
- ▶ Signs that are carved, painted, stained or feature raised letters and symbols are encouraged



This sign with a metal mounting bracket reflects the unique type of business and projects an allowable amount over the sidewalk.

- ▶ Colors should relate to the material or paint scheme of the building. Loud, garish, cheap looking signs will not be approved. Low quality plastic signs are discouraged.

The money and time spent on your quality business signs are an investment in the success of your business in Historic Downtown Campbell.

Sign Permit Checklist:

The checklist below should help guide you through the process of getting a permanent sign approved.

- ▶ First consult with a Planning staff member, before you order any permanent or temporary signs to be made. Try to come into City Hall to discuss your ideas with a Planner in person. It will be helpful if you bring in pictures of your building and any existing signs as well as your ideas about the type, design, and location of the new sign.

- ▶ Request a sign permit application and a copy of the Sign Ordinance.

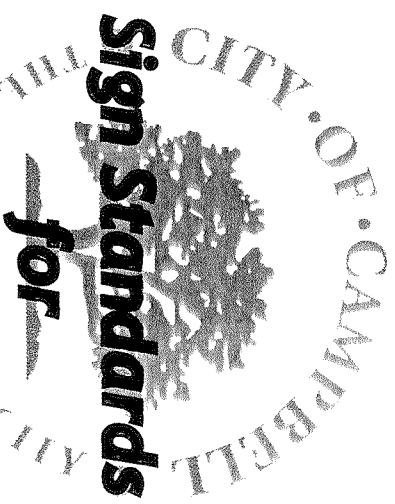
- ▶ Complete the sign application and prepare the plot plan, sign detail, cross section, and building elevation. A professional sign company can help you prepare these documents.

- ▶ Submit the sign application to the Planning Division and pay the application fee. If you meet all the requirements of the Sign Ordinance, your sign will probably be approved within 1-2 weeks.

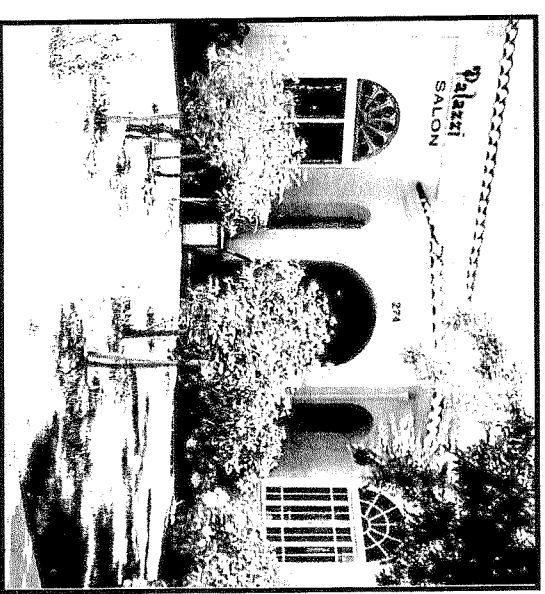


The Planning Division Staff at City Hall are here to serve you and answer your questions. A planning staff member is always available to help you during business hours. Stop by the public service counter or call us at 408-866-2140.

The Planning Division is open:
 Monday-Thursday 8 a.m. to 6 p.m.
 Friday: 8 a.m. to 5 p.m.
 or visit www.cityofcampbell.com



**Sign Standards
 for
 Historic Downtown
 Campbell**



**City of Campbell
 70 N. First Street
 Campbell, CA 95008
www.cityofcampbell.com**

Downtown Signs

Historic Downtown Campbell is a unique shopping and dining area with heritage streetlights, decorative trees and historic buildings that beautify the area. Signs for shops, restaurants, and other businesses serve to enhance the attractiveness and visibility of the Downtown. The Downtown sign regulations are designed to promote attractive, high quality signs that clearly inform pedestrians and motorists of business names and services and complement the intimate scale and architectural character of the area. The regulations discourage and prohibit signs that detract from these objectives.

The following answers to commonly asked questions regarding business signs in Downtown will help enable you to take full advantage of the flexibility built into the sign regulations for the Downtown.

Do I need a permit for my business signs?

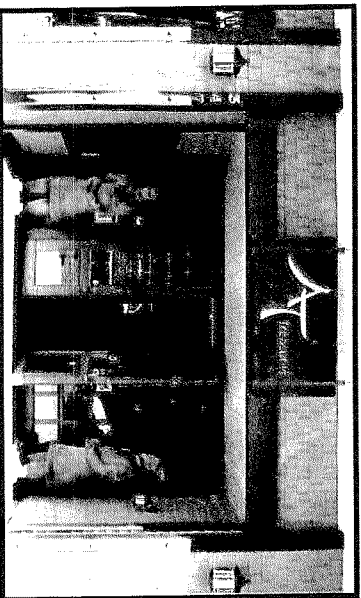
Yes. You will need to submit a sign application to the Planning Division to gain approval of a sign permit. You will also need a permit for temporary promotional signs, which may be approved by the Planning Division staff over the phone, or at the service counter.

What kind of signs may I put up to let everyone know about my business?

Each business may install the following signs:

- ▶ One wall sign for each street frontage (one (1) square-foot of signage for each linear foot of business frontage, not to exceed 40 square feet), or one awning sign in place of a wall sign.
- ▶ One window sign (not to exceed 25% of the window area).

▶ One projecting sign (not to exceed six (6) square feet), which may be double-sided and shaped as an icon or symbolic object depicting the unique goods or services being sold.



The graphics (above) include design features which enhance the signs' appearance.

- ▶ Any sign may project a maximum of four feet over the public right-of-way. Projecting signs should be placed at a location that is visible for pedestrians passing by on the sidewalk in front of the building while maintaining a minimum eight-foot clearance from the ground.

Are there any types of signs that are allowed in the Downtown that do not need a permit?

Yes. The following are examples of signs that do not require permits:

- ▶ Address only signs (not to exceed 1½ square feet)
- ▶ Window signs (not exceeding 25% of window area) Even though these signs do not need a permit, it is a good idea to check with the Planning Division first before installing these types of signs.

What signs are NOT allowed in the Downtown?

In any area of the City, the following signs are not allowed:

- ▶ Animated, flashing or moving signs
- ▶ Portable signs, including A-frame signs and sandwich board signs
- ▶ Flashing signs
- ▶ Roof-mounted signs
- ▶ Signs attached to trees or landscaping material
- ▶ Signs on vehicles

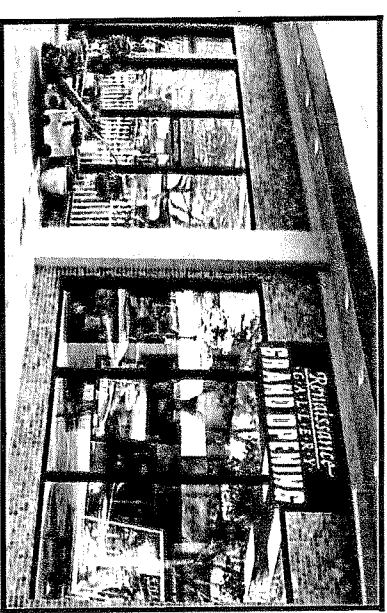
Signs not allowed in Downtown only:

- ▶ Cabinet signs (metal frame signs with plexiglas fronts that are internally lit)

- ▶ Internally illuminated signs (except for individual letter signs)
- ▶ Fluorescent and reflective colored signs

Do I need a permit to hang a temporary banner outside my business?

Yes! The Sign Ordinance allows one "temporary" exterior banner/sign for 30 days within any 180-day period, for each business. Temporary signs cannot be placed in the public right-of-way.



A temporary banner may be used to announce a special celebration for a maximum of 30 days.

How does the staff at City Hall evaluate sign applications? How can I make sure that my proposed signs will get approved? The nature of the Downtown lends itself to the highest quality design for signs. Signs should be tastefully designed to enhance the character of the business and complement Historic Downtown Campbell. The location of signs on any building should clearly be related to the architecture of the building. Signs should