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## **SIGN REVIEW SUBMITTAL REQUIREMENTS**

### **INTRODUCTION:**

Any sign that is new, or an existing sign which is to have a change of copy, color, material, size, or location, must receive approval by the City's Design Review Committee or Planning staff (unless otherwise exempted by the Sign Ordinance) **BEFORE** the sign is installed or in use. The City's Building Code requires that a sign permit be obtained from Building & Safety **BEFORE** the sign is installed or placed on a building or at a site.

### **SUBMITTING APPLICATION MATERIALS:**

All sign application materials are to be filed with the Planning Division. Depending on the type of sign being requested, sign applications will be reviewed by either Planning staff or the Design Review Committee.

#### **Planning Staff Review:**

- Temporary signs
- Signs which are in conformance with an approved sign program
- Signs which conform to the provisions of SBMC 24.420 Sign Regulations

#### **Materials required for submittal:**

- Sign Permit Application
- 3 – 18"x24" – minimum size - copies of scale drawn site, elevation and sign plans including method of attachment (see examples on next page) – these copies can be black and white
- 1 – 11"x17" color copy of plans
- Plans shall include contractor's state license number and signature
- Photograph of sign location(s)
- SLTG-1C Form (if applicable)

### **SIGN DESIGN GUIDELINES:**

The following Guidelines are intended to assist an applicant in designing a sign. These are common elements of good design and provide those aspects of sign design that are encouraged by the City. These Guidelines are informational, not mandatory, and are intended to be used in conjunction with the City's Sign Ordinance.

#### **Location**

Signs shall be located on the site and building so as to be an integral part of the overall site and building design. They should not be located so as to obstruct or detract from significant architectural details, or appear to be "tacked on."

#### **Materials, Colors, and Shapes**

The materials and colors of signs should be compatible with, or similar to, the materials, colors, and design of the building. Signs with dark or neutral background colors are preferred to brightly colored or white backgrounds, particularly if the sign is internally illuminated. Generally, limiting the number of colors on a sign increases the readability of the sign. Too many colors distract the reader's attention from the sign's message. Signs with simple, uncomplicated shapes, such as rectangles or squares, are easier to place on a building.

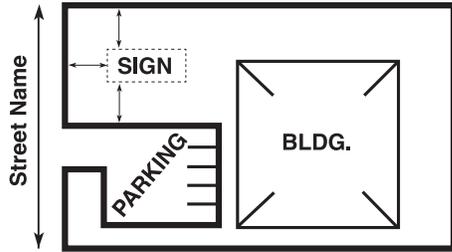
Alternatives to internally-illuminated sign cabinets are strongly encouraged.

#### **Sign Copy**

A well designed sign limits the "copy" or items on the sign face as much as possible; this emphasizes the message of the sign. Sign copy should be limited to the name of the business or a clarifying statement defining the type of business if it is not clearly stated by the business name. Logos are generally acceptable only if they are an integral part of the sign copy; however, trademarks are not necessarily acceptable logos. Telephone numbers, listing of products, services, and brand names usually add visual clutter to a sign and should be avoided. In general, the more simple and straightforward the sign copy, the easier it is to read and understand the sign's message.

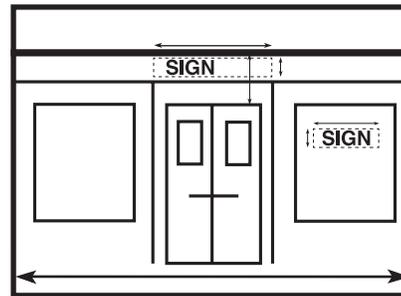
### SITE PLAN

Required for all ground mounted signs.



Ground mounted signs are required to be set back a minimum of 3 feet from any property line and 10 feet from face of curb. Show proposed setbacks on site plan.

**EXTERIOR ELEVATION PLAN**  
Required for all signs attached to a building.



Show width of tenant space

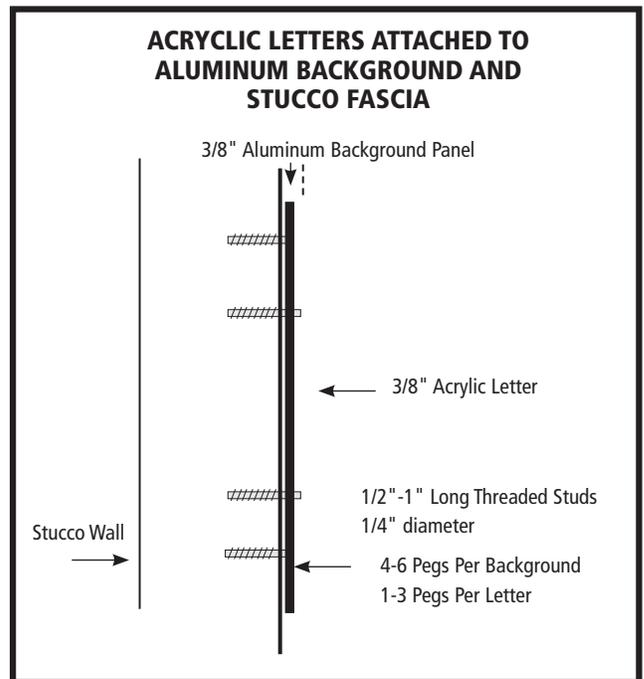
### SIGN PLAN



Sign plans must show exact letter style, size, colors, and materials proposed to be used for the sign.

### ATTACHMENT DETAIL

#### ACRYLIC LETTERS ATTACHED TO ALUMINUM BACKGROUND AND STUCCO FASCIA



**INCOMPLETE APPLICATIONS OR POOR QUALITY GRAPHICS WILL NOT BE ACCEPTED.**

**HOURS:** Monday, Tuesday, Wednesday and Friday, 7:30 a.m. to 5:00 p.m.  
Thursday 9:00 a.m. to 5:00 p.m. Closed alternate Fridays.  
Check City website at [www.cityofventura.net](http://www.cityofventura.net)

**LOCATION:** Ventura City Hall, 501 Poli Street, Room 117

**PHONE:** (805) 654-7725

**MAILING ADDRESS:** P.O. Box 99, Ventura, CA 93002-0099

This document is available in alternate formats by calling the City of Ventura Community Development Department at 805/654-7894 or by contacting the California Relay Service.

**SIGN PERMIT APPLICATION**

**Building Address\*** \_\_\_\_\_ Suite \_\_\_\_\_ A.P.N. \_\_\_\_\_

Confirm Owner's Name     Unable to Confirm Owner's Name

**Permit Type:**     Sign     Electrical     Revision to Permit # \_\_\_\_\_

**Business Name on Sign** \_\_\_\_\_

**Classification of Work:**     New     Addition     Alteration     Repair     Demo     Code Enforcement

Square Feet\* \_\_\_\_\_ Declared Valuation\* \_\_\_\_\_

**Contact Information: IMPORTANT:** Please check box next to name of person listed below whom we should contact regarding this application.

Applicant's Name\* \_\_\_\_\_ Telephone\* \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Owner's Name\* \_\_\_\_\_ Telephone\* \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Architect/Engineer/Designer\* \_\_\_\_\_ Telephone\* \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_ License No.\* \_\_\_\_\_

Contractor Name\* \_\_\_\_\_ Telephone\* \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_ License No.\* \_\_\_\_\_

Description of work\*: \_\_\_\_\_

I, the undersigned, understand approval of this project does not waive any requirements, laws, or ordinances of the City of Ventura. All statements contained herein, including all documents and plans submitted in connection with this application, are true and accurate to the best of my knowledge.

\_\_\_\_\_  
Signature of Applicant/Owner

\_\_\_\_\_  
Date

\*Required by State Law

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	QTY		QTY		QTY		QTY
<b>ELECTRICAL</b>		Solar Photovoltaic Sys KW		Busways Length (in Feet)		Solar Photovoltaic Sys - PLCK enter KW here	
Auto/Truck Lifts		Spa Only		Disconnect		Svc of 240V 400 to 800 amp	
# of Idle Meters Inspections		Temp Power Pole		Elevator Equip per hoistway/ shaft all voltages		Svc of 480V and 400-800 amp	
Misc Electrical Hours		Temp Power Volts		Escalator Equip per unit all voltages		Svc of 480V or < & 1000apm or more	
Motor size (HP120V)		Temp Svc up to 200 amp & up to 240V		# of generators installations (in KW)		Subpanel size (AMPS)@208/240V	
Motor size (HP208/240V)		Temp Svc over 200 amp up to 240V		Hydrogen Fuel Cell System KW		Subpanel size (AMPS)@480V	
Motor size (HP480V)		Temp Svc up to 200 amp @ 480V		Kilns (Electric) KW		Enter kilowatts of system	
Outlets, switches, fixtures, (per 1000 sf any occ.)		Temp Svc over 200 amp @ 480V		Fuel Disp wiring/seal/signal (each)		Walk-in Cooler/Freezer all voltages	
Total # of outlets, switches, fixtures (not sq.footage)		Temp Svc up to 30 amp all voltages		Lighting Control Sys Panel		Enter kilowatts of system	
Svc of 240V 100 to 200 amp		Temp Svc 30 to 50 amp all voltages		Motor Controller		Enter#of transformers up to25KVA	
Svc of 240V over 1000 amp		Welder Receptacle over 50 amp all voltages		Paint Spray Booth Elect/Mech		Enter#of transformers up to75KVA	
Svc of 480 V and 200 amp or less				Parking area light standard		Enter#of transformers up to300KVA	
				Swimming Pool including Spa		Enter#of transformers>300KVA	
				Powder Coating booths Elect./Mech			

	QTY		QTY		QTY		QTY
<b>MECHANICAL</b>		Environmental Air Vent		Com Air Exchanger		Fire Damper	
Cooling & or heating units <6tons		Heater<101K BTU		Air Handling units = <10K CFM		Incinerator	
Cooling & or heating units 6 to 15tons		Heater101-500K BTU		Air Handling units >10K CFM		Fireplace (Pre-Fabricated)	
Cooling & or heating units 16 to 30tons		Heater501-1M BTU		Boiler		Refrigerator/Compressor<4HP	
Cooling & or heating units 31to 50tons		Heater>1M BTU		Com Chiller Unit		Refrigerator/Compressor 4-15HP	
Cooling & or heating units >50tons		Misc Mech		Com Cooling Tower		Refrigerator/Compressor 16-30HP	
Non Residential Area served by air ducts (per 1000s.f)		Swamp Cooler		Com Hood Sys Type 1 or 2		Refrigerator/Compressor 31-50HP	
				Com Oven Elect BTUH		Refrigerator/Compressor >50HP	
				Com Oven Gas BTUH		Variable Air Volume Control Unit	
				Decorative Appliance			

	QTY		QTY		QTY		QTY
<b>PLUMBING</b>		Medical Gas Piping		Com Dishwasher		Swimming Pool Piping	
Backflow devices < 2" diameter		Misc Plumbing		Com Sink		Com Prep Sink	
Backflow devices > 2" or greater		Count of Replaced Fixtures (not new)		Com Dishwasher		Rainwater Sys - Residential	
Bathtub		Res Kitch Sink/Disposal		Grease Trap		Roof Drain System	
Bidet		Res Washer		In-Ground Pool/Spa Piping		Private Sewage Disposal (Septic/ Gray Water)	
Bld Drain/Sewer		Shower/pan		Grease Interceptor – Gravity		Solar Water Heater	
Dishwasher		Toilet		Grease Interceptor Hydro-Mech		Spa Piping (not including pool)	
Floor Sink or Drain		Urinal		Medical Vacuum Piping		Storm Drain Fixture	
Gas Piping System (outlets)		Water Heater (new, replacement, reset)		Pneumatic System – Fire Code		Storm Drain –Non Residential (per lineal foot)	
Hose Bib		Water Piping (repair-repipe-shell)		Pneumatic System – Plumbing Code			
Irrigation System		Private water service line (per lineal foot)					
Laundry Sink		Water Softener					
Lavatory							