

## FREQUENTLY ASKED QUESTIONS

**Q: When can political signs be installed and when do they need to be removed?**

**A:** Political signs can be installed no more than six (6) months prior to any national election or no more than three (3) months prior to any other election and must be removed within 10 days of the completion of the election.

**Q: I'm a downtown Ventura business owner. Are there sign rules specific to downtown?**

**A:** Yes. Having signs downtown require permits and includes: flush-mounted or painted wall signs; projecting signs; awning and canopy signs; free-standing signs including directories or kiosks and portable signs. Refer to the Downtown Specific Plan for specific standards. Visit [www.cityofventura.net/downtown](http://www.cityofventura.net/downtown)

**Q: Are there rules specific to the Victoria Avenue area as well?**

**A:** Yes. Specific rules for signs are outlined in the Victoria Avenue Corridor Development Code, Sec. 24V.211. Visit [www.cityofventura.net/cm/municipal-code](http://www.cityofventura.net/cm/municipal-code).



*Temporary signs such as these A-frames, are only allowed in the Downtown Area.*

**Sign standards help preserve the professional appearance and economic strength of our city.**



*Neighborhood Preservation serves our community with compassion to promote safe and clean neighborhoods, preserve property values, support economic vitality through education and compliance. Ventura is where we live, work, and play!*

The City of Ventura Neighborhood Preservation Section is available to assist you in understanding the various codes and obtaining compliance. Contact us at 805/658.4711.

There are many ways to get involved to enhance the quality of life in our community. Participate in your Community Council – attend public meetings to connect with neighbors, volunteer, raise issues, and make a difference in your neighborhood!

**Find Your Neighborhood Community Council**  
[www.cityofventura.net/involved/communitycouncils](http://www.cityofventura.net/involved/communitycouncils)

**Volunteer Ventura!**  
[www.cityofventura.net/volunteer](http://www.cityofventura.net/volunteer)

CITY OF  
**VENTURA**  
NEIGHBORHOOD PRESERVATION  
[www.cityofventura.net/np](http://www.cityofventura.net/np)

CITY OF  
**VENTURA**  
[www.cityofventura.net](http://www.cityofventura.net)  
Building & Safety Division  
P.O. Box 99, Ventura, CA, 93002

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## INFORMATION & RULES ABOUT

# SIGNS

IN THE CITY OF VENTURA

- Sign location criteria
- Signs not requiring permits
- Signs requiring permits subject to design review
- Temporary signs requiring permits



CITY OF  
**VENTURA**  
NEIGHBORHOOD PRESERVATION  
[www.cityofventura.net/np](http://www.cityofventura.net/np)

501 Poli St., Room 117, Ventura • 805/658.4711

**Q: Why does the City of Ventura have rules about signs?**

**A:** The city's municipal, zoning, and building codes ensure the safety of our community. Neighborhood Preservation regulates the codes set forth by the Ventura City Council.

**Q: How do I know if I need a permit and what is the first step?**

**A:** Any sign that is new, or an existing sign which is to have a change of copy, color, material, size, or location, must receive design review approval **BEFORE** the sign is installed or in use.



*Banners and temporary signs require permits.*

### SIGNS THAT DON'T REQUIRE PERMITS:

(subject to sign regulations for size, etc. See Sec. 24.420)

- Availability Signs
- Construction Identification Sign
- Corporate Flag
- Feature Sign
- Open House Sign
- Real Estate Sign
- Subdivision Sign
- Temporary Political Sign

### TEMPORARY SIGNS THAT REQUIRE PERMITS

- Decorative Devices/Banners
- Temporary Business Sign
- Temporary Window Sign
- Pole/Feather Temporary Signs

### SIGNS THAT REQUIRE PERMITS & DESIGN REVIEW

- Architectural Projection Sign
- Directional Sign
- Directory Sign
- Monument Sign
- Mural
- Permanent Window Sign
- Pole Sign
- Projecting Sign
- Tenant Directory Maps
- Wall Sign

**Q: How do I get a permit application and where do I submit it?**

**A:** Sign permit applications are available at City Hall, room 117, at the Planning Department Counter. If your sign application requires review by the Design Review Committee (DRC) this will require your application form, a proposed site plan and other related materials. All application forms are available on-line at [www.cityofventura.net/cd/planning/citydesign](http://www.cityofventura.net/cd/planning/citydesign) or in person at City Hall, Room 117. Your completed application must be submitted at the Planning Counter.

**Q: What are the criteria for the location of a sign?**

**A:** All signs must be located on the site occupied by the use to which they pertain. It may not be located in a manner which causes visibility obstructions, and thus creating a traffic hazard or a hazardous condition for people using a public right-of-way.



**Q: What if I don't comply with the city's codes in regards to signs?**

**A:** Our main objective is to obtain voluntary compliance with all of Ventura's municipal codes. If for some reason you don't comply, you may be subjected to a range of fines per each offense and potentially other civil penalties. See our website for further details at [www.cityofventura.net/np](http://www.cityofventura.net/np) or call our office at 805/658.4711.

### SIGNS ARE REGULATED TO:

- Preserve and enhance the unique character and visual appearance of the city.
- Encourage creative and effective signs that adequately identify a business.
- Provide guidance and direction for sign users and designers as to what constitutes appropriate signage in the city.
- Encourage signs for business identification rather than product or service advertising.



*Pole/Feather-Banner signs like these require permits.*

### FOR MORE INFORMATION

- **City of Ventura Municipal Code**  
[www.cityofventura.net/cm/municipal-code](http://www.cityofventura.net/cm/municipal-code)
- **City of Ventura Planning Documents & Forms**  
[www.cityofventura.net/cd/planning/citydesign](http://www.cityofventura.net/cd/planning/citydesign)
- **City of Ventura Building & Safety Division**  
[www.cityofventura.net/cd/buildsafe](http://www.cityofventura.net/cd/buildsafe)  
805/654.7869