

## RECOMMENDED SIGN MATERIALS

Permits are required for all signs except the following:

- Custom Neon. Exterior-mounted on a signboard or metal support frame or enclosure, or interior-mounted behind windows.
- Fabric Awnings. Canvas or nylon, with painted or applied lettering.
- Sign Boards. Wood or metal, with painted or engraved letters, or mounted letters of wood or metal.
- Silhouette or Figurative Signs. three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.

## AWNING AND CANOPY SIGNS

Letters and graphics are limited to two surfaces and shall not exceed 33% of the total awning canopy area.



Color combinations for awning or canopy signs should be simple. Lettering coloring and background color should contrast for legibility. Subtle bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.

The awning is primarily for shade and secondarily a sign location. Lettering may appear on the sloped or curved portion, but should not dominate; i.e., ancillary information may be located on the valance (front vertical portion).

Signs on canopies should be in the form of letters or a signboard integrated with the canopy fascia, or freestanding letters mounted on top and extending above the fascia.

## PROJECTING SIGNS

- 4' maximum projection from wall
- 8' clearance from bottom of sign to sidewalk
- Signs may not be mounted above the first floor

Projecting signs with vertically oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally oriented messages may be rectangular or square in proportion; if located below an awning or canopy as a hanging "blade" sign, they should also be slender, proportioned 2:1, width to height.



If used for structural support, the sign shall be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are also appropriate if designed to complement the sign; however, undetailed, standard-size lumber should not be used.

## OTHER SIGNS

Figurative signs shaped to reflect the silhouette of a particular object (for example, a key, a coffee cup, etc.) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.

## PRODUCT SERVICE ADVERTISING

Twenty percent of the sign area of any permanent sign may be devoted to product or service advertising.

## 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. 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.


## QUESTIONS? CONTACT

**City of Ventura - City Hall**  
501 Poli St., Ventura CA  
[www.CityofVentura.ca.gov](http://www.CityofVentura.ca.gov)

**Code Enforcement - City Hall, Rm 117**  
805-658-4711  
[www.CityofVentura.ca.gov/CodeEnforcement](http://www.CityofVentura.ca.gov/CodeEnforcement)

**Planning Division - City Hall, Rm 117**  
805-654-7869

**Downtown Ventura Partners**  
Kevin Clerici, Executive Director  
[Kevin@downtownventura.org](mailto:Kevin@downtownventura.org)  
[www.downtownventura.org](http://www.downtownventura.org)

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# DOWNTOWN VENTURA SIGN STANDARDS

DOWNTOWN  
*Ventura*



Cover Photo: Jose Vertin

CITY OF  
**VENTURA**

# Downtown Ventura SIGN STANDARDS

In cooperation with the business community, the City of Ventura enacted ordinances regulating the design, construction and installation of advertising signs.

These ordinances were enacted to:

- achieve effective sign design
- preserve and enhance the appearance of our business community
- promote the unique character of our beautiful city

We offer the following general information regarding the use of signs.

For more information contact the Planning Division at 805-654-7869.

## PERMIT APPLICATIONS

Sign Review Submittal Requirements and Sign Permit Worksheets are available at the Planning Division, 501 Poli Street, Room 117. City staff or the Design Review Committee will review your application.

### Standard Submittal Requirements:

- Photograph of sign location(s)
- Plans must be a minimum of 11" x 17" (drawing size)
- Plans must be in color
- Three copies of scale drawn sign plan indicating color, material and type style to be used
- Three copies of scale drawn site and/or elevation plan as appropriate

## TEMPORARY SIGNS DECORATIVE DEVICES

Director's Permits are required for these signs.

### TEMPORARY WINDOW SIGNS

(Maximum of 90 days per calendar year)

- 40% of window
- First floor only



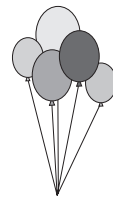
### TEMPORARY BUSINESS SIGNS

(Maximum of 90 days per calendar year; not to exceed 30 consecutive days)

### DECORATIVE DEVICES

(Maximum of 45 days per calendar year)

- Balloons
- Banner (limited to one, max. 24 sq. ft.)
- Flags (exceptions: American flag or corporate flag)
- Pennants
- Streamers



### PORTABLE SIGNS

- Limit of one sign per building
- Maximum size: 10 sq. ft.
- Must be placed in front of building/business identified on sign
- Sign must be stored indoors overnight

## EXCEPTIONS

Permits are required for all signs except the following:

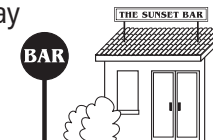
- Civic event & public service
- For sale or rent
- Government or corporate flags
- Governmental
- No Trespassing
- Open house - one per unit, 3 sq. ft., six off-site maximum
- Political
- Repainting, cleaning and other normal maintenance & repair of a sign, unless the structure, design, color or character is altered
- Residence I.D., 2 sq. ft.
- Signs identifying hours of operation, acceptable credit cards, or similar business information, 2 sq. ft.
- Signs specifically required by law
- Warning



*Refer to Sign Ordinance for individual standards.*

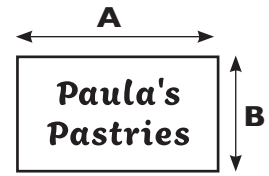
## PROHIBITED

- Canned/Cabinet signs - internally illuminated plastic panels within a sheet metal box enclosure
- Flashing, changing, blinking signs
- Illuminated "Balloon" awning signs
- Off-site signs
- Plastic awning signs
- Pole signs (except freeway service facilities, subject to a Use Permit)
- Roof signs



## SIGN AREA

A x B =  
Total Sign Area



Total Sign Area taken by measuring distinct border / boundary of each line of copy

## MAXIMUM SIGN SIZE

- Signs on front building elevation are allowed one square foot per one linear foot of tenant street frontage on ground floor only. In instances where an existing building has the principal entrance on a side façade, the side façade may be counted as street frontage in calculating maximum sign area.
- Signs on side and rear building elevation are allowed ½ square foot of sign area per one linear foot of tenant frontage.
- Maximum per tenant space is 100 square feet

## PERMITTED SIGN TYPES

### Building-mounted signs

- Awning and canopy signs
- Flush-mounted or painted wall signs
- Projecting signs

### Free Standing Signs

- Directory signs or kiosks