

Do you need assistance with your business?

The City's Economic Development team oversees a wide variety of services and initiatives, including:

Local Business Assistance, working with you to solve your business issues.

Business Attraction, supporting existing and attracting new businesses to the City of Brentwood. The team has several programs available to help local businesses succeed.

For more information on networking opportunities with business organizations, consulting, the small business training program, loans and financial incentives, grant programs, or finding a new location for your business, please contact the City of Brentwood Economic Development Division at (925) 516-5400 or visit the website at www.brentwoodca.gov.

To be listed and possibly have your business spotlighted, check out the

Better in Brentwood website:

www.betterinbrentwood.com



Don't forget to



General Guidelines for Signage

- ◆ Many signs require a sign permit which include a City planning fee, building permit fee (if applicable), and a site inspection. Contact the Planning Division at (925) 516-5405 prior to erecting any signage.
- ◆ Sign location should be carefully considered and incorporated into the architectural design of the building.
- ◆ All signs should provide visual clarity and should be maintained in good condition.

For Businesses Located in Downtown Brentwood

Businesses located in the Brentwood Downtown District are subject to regulations set forth in the **Downtown Specific Plan**.

With the intent to encourage growth, while carefully considering the impacts of new commercial development on the viability on the downtown, the Downtown Specific Plan regulations replace land use and development regulations previously contained within the City of Brentwood's zoning ordinance for this district.

Please refer to the Downtown Specific Plan before designing signage for property located in the Downtown area.

CHECK IT OUT!



BRENTWOOD CONNECT 24/7

The City's new Citizen Request Manager (CRM)

BrentwoodConnect 24/7 is here!



An online tool and mobile app that connects you directly to the people, services and resources that make our city work?

This site will provide citizens, businesses and visitors access to a virtual City Hall. With 24/7 access, you will be able to submit questions, concerns and comments at anytime.

Your submittal will be directed to the correct department just by the topic and property type you select



ADVERTISING YOUR BUSINESS



Striving to Enhance the Quality of Life for Brentwood Residents and Businesses

NEIGHBORHOOD SERVICES

150 City Park Way <-> Brentwood, CA 94513
(925) 516-5405
www.brentwoodca.gov

Why a Permit is Required

The City of Brentwood understands the importance of advertising and promoting local businesses. This brochure is intended to assist the business community with understanding the City regulations pertaining to the types of signs allowed or prohibited within the city.

Please visit the City of Brentwood Planning Division, located at 150 City Park Way (1st Floor, Permit Center) prior to erecting any type of signage for your business. Signs in the Downtown are subject to the Downtown Specific Plan. The office hours are Monday—Friday, 8:00AM to 5:00PM. For additional information, contact a City Planner at (925) 516-5405.

The purpose of the City's sign ordinance (Brentwood Municipal Code Chapter 17.640) is to:

- ◆ Protect and enhance the character of business areas, open views and vistas
- ◆ Reduce visual clutter
- ◆ Prohibit or restrict distracting signs, which may impede the visibility of motorists, bicyclists and pedestrians, or constitute a safety hazard
- ◆ Assist local businesses by encouraging reasonable signage as a necessary form of communication
- ◆ Protect and enhance property values
- ◆ Provide a reasonable and comprehensive system of sign controls



Restricted Signs

Some examples are:

- ◆ Roof signs
- ◆ Flags, pennants, streamers and similar objects designed to rotate or move with natural or mechanical wind or air
- ◆ Portable signs, including but not limited to "A-frame" signs, sandwich boards, and stake signs
- ◆ Inflatable objects, including balloons
- ◆ Flex wing signs
- ◆ Billboards
- ◆ Animated Signs
- ◆ Off-site signs
- ◆ Signs that use lights which flash, blink or turn on and off intermittently, unless located at the site of athletic events
- ◆ Signs which prevent free ingress or egress from any door, window or fire escape or obstruct an outward view from inside the business
- ◆ Signs projecting into the right-of-way or placed upon City-owned property (except as permitted by Chapter 17.645)
- ◆ Mobile billboards, including motorized vehicles used for the purpose of general advertising or advertising for hire
- ◆ Placards, posters, announcements and similar signs posted or attached to any fence, pole, tree, vehicle or any other object in a public right-of-way (except as permitted by Chapter 17.645)
- ◆ Searchlights
- ◆ Banners are allowed if a temporary sign permit is obtained.



Temporary Signs (Sign Permit Required)

Banners may be displayed on-site, subject to the following restrictions:

1. Only one banner is allowed at any one time, per establishment.
2. Banners shall be on the same site as the establishment.
3. Banners shall not be mounted on or project into the public right-of-way.
4. Banners shall be displayed for a maximum of four time periods each calendar year; each period may run not more than 30 consecutive days; after each display period, no successive banner may be displayed for a least 60 calendar days.
5. Banners shall not exceed 50 square feet or 10% of building face, whichever is less.
6. Banners shall not be illuminated.
7. Banners shall be securely fastened on all sides to a permanent on-site structure, such as a building, fence or wall.
8. Banners shall be constructed of durable and weatherproof materials, such as vinyl or woven nylon, and shall be continuously maintained in good condition.

A banner permit application is available by visiting "Planning" on the city website at www.brentwoodca.gov.



Sign Permits

Sign Permit:

A sign permit is required for many signs. Temporary banners also require a permit. Please contact the Planning Division at (925) 516-5405 prior to erecting any type of signage for your business.

Building Permit:

A building permit may be required for certain types of signs. Contact the Building Division at (925) 516-5405 for more information prior to erecting a sign.

Encroachment Permit:

An encroachment permit must be obtained prior to any construction within or upon the right-of-way (including planter strip area located between the sidewalk and the street). Also, a sign permit is required pursuant to Chapter 17.645.005. Contact the Public Works Department at (925) 516-5420.

Master Sign Program:

Many shopping centers have a master sign program which outlines in detail the types of signage which is permissible, along with the specific locations on the property. In those instances, the master sign program must be followed. For information on how to apply for a master sign program, please contact the Planning Division at (925) 516-5405.

