

Don't forget your Permit

All permanent signs are subject to review and approval of an Administrative Sign Permit by the Planning Division and a building permit by the Building Division.

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.

Do you need assistance with your business?

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

- Networking
- Business Consulting
- Small Business Training
- Loan and Financial Information and Resources
- Grant Programs
- Property Locator Assistance

For information on any of these services, please contact the City of Brentwood Economic Development Division at (925) 516-5400 or visit www.brentwoodca.gov

To be added to the FREE *Better in Brentwood* business directory and possibly have your business spotlighted, check out the *Better in Brentwood* website at: www.betterinbrentwood.com/shop



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ADVERTISING YOUR BUSINESS IN DOWNTOWN BRENTWOOD



*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

Downtown Specific Plan (DSP) Signage Standards and Guidelines

Please meet with a Planner before designing your signs.

Within the DSP the following guidelines apply:

Limit signage to the following types:

- Wall/fascia signs
- Awning signs
- Window signs
- Hanging signs
- A-Frame signs
- Projecting signs (encouraged)



There are some exceptions...

One free standing A-frame sign per business with the following guidelines:

- Must be at the site business is located, be on display only when the business is open, not obstruct pedestrian right of way or visibility.
- Maximum sign size is 10 square feet or less.
- Maximum sign height is 4 feet above the adjacent grade.
- Must be portable and not affixed to the City right-of-way or damage landscaping.
- Requires a no-fee encroachment permit .
- Shall not be illuminated, use lights, flags, balloons, streamers, blinking or reflecting devices.

Prohibited signage in the DSP area include:

- Internally illuminated panel can or cabinet type signs and channel letters.
- Exposed raceways.
- Monument signs.
- Interior illuminated can/box sign types.
- Changeable letter signs except for Cinemas and performing arts theaters.
- Roof mounted signs.
- Cloth, paper or fabric signs hung from the building or placed in windows except as allowed as temporary signage per the BMC.

Projecting Signs and Hanging Signs under awnings are often encouraged, please check with a City Planner regarding the following:

- Maximum number, size, projection and distance and clearance of sign.
- Material and design of sign and brackets.
- Creativity in design is encouraged (icon and designs which express the unique personality of the business).



Window signs limitations:

- Cover no more than 25% of a single window and no more than 15% of any combined window area. Any signs located within 5 feet of the window will be considered a part of the window signage.
- Check with Planning on content, letter size, materials and mounting.



Awning Signs requirements:

- All awnings shall have a vertical valance for the application of signage.
- Maximum letter height is 2/3 the height of valance or 12 inches, which ever is less.
- No more than one sign per awning.
- Logos or graphics suitable to business may be placed on the sloped face of awnings.

Temporary Signs (Sign Permit Required)

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

1. One banner at a time, per establishment.
2. Must be at the site business is located.
3. Shall not be mounted on or project into the public right-of-way.
4. Displayed for a maximum of four time periods each calendar year; (a period not running 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.

