

Sign Permits

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Signs include any visual communication device to convey a message, announcement, declaration, insignia or the space erected for an observer for identification, advertisement or promotion of any person, entity, product or service.

What types of signs are regulated by the City of Salinas?

Most signs are subject to Zoning Regulations. These generally include wall signs, freestanding signs, projecting signs, multistory office identification signs, construction signs, political signs, community event signs and temporary signs. These regulations affect where signs may be placed, their sign area, height, appearance and when older “nonconforming” signs must be removed.

Some signs are exempt from Zoning Regulations. For example, small real estate signs are exempt and do not require permits to construct or place on private property. If you are unsure, the best rule is to check with the Department of Community Development to see if Zoning Regulations apply before constructing or installing any sign!

Some signs are prohibited. Examples include animated, flashing, moving or rotating signs; signs with changeable text; and mobile A-frame signs.

Are permits required to build or paint a sign?

Yes. In most cases, a Sign Permit is required for any sign either constructed or painted on a building surface. Temporary signs require a Temporary Sign Permit. In some instances, a Building Permit may also be required.

What is a Master Sign Plan?

If you plan to construct a sign at a location with two or more nonresidential occupants, you must submit a *Master Sign Plan* before you can obtain a Sign Permit.

A *Master Sign Plan* is an inventory of all existing and proposed signs prepared by a business owner. An approved *Master Sign Plan* is kept on file in the Department of Community Development. It enables a property owner to allocate a property’s total allowed sign area among its individual tenant spaces and the property in general.

Once a *Master Sign Plan* is approved, the Department of Community Development checks all future signs for conformance with its requirements, e.g. number, size, location and design.

Yes. You may apply for multiple single application for any business.

How do I obtain a Sign Permit?

Step 1: Obtain an application for a Sign Permit or Temporary Sign Permit from:

City of Salinas
Department of Community Development
200 Lincoln Avenue,
Salinas, CA 93901

Step 2: Either prepare a Master Sign Plan or confirm the existence of a Master Sign Plan for any property involving two or more nonresidential occupants.

Step 3: Submit the completed application (and Master Sign Plan if applicable and if one does not exist) and attach a copy of your proposed sign plans. Plans should be drawn to scale, dimensioned, and should show the relationship between the proposed sign, existing and proposed buildings, property lines and driveways.

Step 4: Submit the completed application, your proposed sign plans and an application fee to the Department of Community Development.

Step 5: Your proposed sign will be checked for compliance with the Zoning Code; or with your Master Sign Plan and the existence of any "nonconforming" signs on your property.

Step 6: In most instances, your Sign Permit will be issued by the Department of Community Development while you wait. If required, you may obtain a Building Permit after you obtain your Sign Permit.

This will save you money by avoiding having to pay for separate Permits.

What about existing signs at my place of business?

If you have an existing sign which was legally constructed but no longer conforms to existing Zoning Regulations you may change its "message contents" without obtaining a Sign Permit or a Building Permit.

Existing signs, however, must be counted toward the total signage allowed if you plan to add more signs.

How can I get more information?

Call the Department of Community Development at 758-7206.

Related Information Bulletins

Information Bulletin	Description
9	Standard Permit Conditions
14	Fees, Publications & Services

Can I apply for more than one sign on each Sign Permit?

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