



## City of Pismo Beach

Planning Division

760 Mattie Road

Pismo Beach, CA 93449

Telephone: 805 773 4658

Fax: 805 773 4684

### Sign Permit Checklist and Information Supplement

Pacific Coast Plaza (OSH)

*Please fill in and attach these supplemental pages to your sign permit application.*

Name of business: \_\_\_\_\_

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\_\_\_ Application form, signed

\_\_\_ Fees

\_\_\_ Plans: two sets, including:

\_\_\_ Site plan showing tenant space location

\_\_\_ Elevations showing height and width of storefront and location of signs

\_\_\_ Sign details:

\_\_\_ Copy

\_\_\_ Dimensions

\_\_\_ Colors

\_\_\_ Materials

\_\_\_ method of attachment

\_\_\_ illumination

\_\_\_ Any existing signage, noting whether it is to remain or be removed

\_\_\_ Approval from Pacific Coast management

Exhibit A

Name of business: \_\_\_\_\_

Width of storefront: \_\_\_\_\_

Height of storefront: \_\_\_\_\_ H X W = \_\_\_\_\_

Dimensions of any other walls to be used for signage:

Side: H X W \_\_\_\_\_

Rear: H X W \_\_\_\_\_

Maximum allowable sign area, based on City sign standards: \_\_\_\_\_

Total number of signs permitted: 3

**Sign no.** \_\_\_\_\_ Primary sign: one permitted; to be installed on front elevation of business

**Copy:** \_\_\_\_\_

**Lettering:**

\_\_\_\_ individual channel letters

\_\_\_\_ Only trade name; no brand names of products

\_\_\_\_ Face: acrylic, red (Standard Red #209)

\_\_\_\_ Surrounds and trim: white letter edges, gold trim cap

\_\_\_\_ Internal illumination 30 milli-amp neon

\_\_\_\_ Lettering style: Helvetica bold (or stylized letters with landlord approval)

**Mounting:**

\_\_\_\_ On an exposed raceway to be attached to building fascia and painted to match mounting surface

Permitted:	Proposed	Complies?
<b>Logo</b> area maximum: 2' X 2' (construction same as letters, included in total sign area)		
<b>Sign</b> area maximum (incl. any logo): 2' X 15' but not to exceed sign area allowed by City 24" in height		

**Sign no.** \_\_\_\_\_ Secondary sign: may be installed on side or rear elevations of buildings E, G, H, and I only.

Copy: \_\_\_\_\_

Permitted:	Proposed	Complies?
<b>Logo</b> area maximum: 2' X 2' (construction same as letters, included in total sign area)		
<b>Sign</b> area maximum (incl. any logo) : 2' X 15' but not to exceed sign area allowed by City 24" in height		

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Permitted:	Proposed	Complies?
<b>Logo</b> area maximum: 2' X 2' (construction same as letters, included in total sign area)		
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\_\_\_\_\_  
Staff approval

\_\_\_\_\_  
Date

**Other signs:**

***Exempt signage:***

*Address numbers:* Installed by center management

*Entrance signing:* in upper window panel, adjacent to the door, gold leaf or decal or stick-on lettering, indicating store identification, hours of business, credit cards, total signage not to exceed 144 square inches

*Rear service door:* Identification may be placed on rear service door for delivery and emergency purposes only. Sign to be 8" high and 18" wide, sheet metal plaque, attached with a minimum of four self-tapping sheet metal screws. Plaque to be painted to match building, letters may be four inches high, black, block lettering.

***Other:*** Signs other than those described above must be approved by the center management and must be within the City's sign regulations. Exceptions to City sign regulations require approval by the Planning Commission.