



## CITY OF CAPITOLA SIGN PERMIT INFORMATION

CITY OF CAPITOLA COMMUNITY DEVELOPMENT DEPARTMENT  
420 CAPITOLA AVENUE, CAPITOLA, CA 95010  
831-475-7300 WWW.CITYOFCAPITOLA.ORG

### Sign Permit Overview

A Sign Permit is required to install most types of signs. The purpose of a Sign Permit is to ensure that signs maintain the character and aesthetic integrity of the property. Sign Permits are discretionary permits that, depending on the type of sign, are considered by either the Planning Staff or the Planning Commission.

### Sign Permit Applicability

Capitola [Zoning Code](#) section 17.80, establishes design standards and criteria for signs. A Sign Permit and Building Permit are required for a sign on any building or structure in the City, with specific exceptions listed in Section 17.80.050.

### Prohibited Signs

A-frame signs, roof signs, animated signs, wind signs, signs which flash blink, change color, or change intensity are a few of the prohibited signs in Capitola. The full list of prohibited signs is in section 17.80.060.

### Sign Permit Process

Sign Permits which are reviewed by staff are typically issued over-the-counter and do not require any noticing or public hearings. Sign Permits reviewed by the Planning Commission are publicly noticed and are considered at a public hearing. Sign Permit applications are reviewed concurrently with any other discretionary permits such as a Conditional Use Permit or a Design Permit.

### Application Requirements

Applicants must submit a [Sign Application](#) and submit necessary fees as established in the City's adopted [Fee Schedule](#). Sign permit applications must also include a sign plan showing dimensions, elevations, lettering, logos, materials, and lighting.

### Time and Cost

Sign Permit applications vary. Administrative permits for banners, temporary signs, and signs which comply with the administrative sign regulations, are typically approved over the counter the same day. Signs that require Planning Commission review typically require 30-90 days to process. The cost for a sign permit is listed in the [Fee Schedule](#) under Planning Fees.

### Replacement Signs

Changes to a sign face that do not structurally alter or enlarge the existing previously permitted sign require a building permit only.

### Temporary Sign and Banner Permits

Applicants for temporary signs must submit a [Temporary Sign and Banner Application](#). Businesses may apply for a temporary banner. The maximum size of a banner is 30 square feet. They are allowed for 30 continuous days and then must be taken down. A banner permit must be obtained from Planning prior to installation.

### Sidewalk Signs

Sidewalk signs are prohibited in the City except in the Capitola Village. The sign code allows each business to have one sidewalk sign that complies with the requirements outlined in [17.80.080.K](#). A sign permit and

Sidewalk

Encroachment Permit must be obtained from the City. All sidewalk signs must match the design standard outlined in the code.

