

**Q:** I want to install a new building sign for my business. Do I need a permit from the city?

**A:** Yes. Depending on the size and type of the sign, you will either go through an administrative approval or a Site and Architectural review. Applications for both signs require a sign permit and most require a building permit. For a wall sign, there is a \$25 fee and you will need 4 plan copies. Plans must include sign design, height, colors, faces, and lineal footage of wall where sign will go and methods of construction, including method of attachment.

**Q:** How much building signage may I have for my business?

**A:** For Downtown Commercial Mixed Use zoning district, you may have a maximum of 2 signs per business. The size of the wall signage is computed as 1 sq. ft. per lineal foot of building frontage facing a public street or maximum of 200 sq. ft.

**Q:** I would like to have a projecting sign or blade sign, is that allowed in downtown Hollister?

**A:** Yes, but you must get administrative sign permit approval (\$25 fee) and a building permit first. The sign shall be a minimum 8 feet of unobstructed space from pavement surface to bottom of projecting sign with a minimum 14 feet clearance over an alley. An Encroachment permit is required for any sign projecting over a public right-of-way (\$30 fee plus \$500 security deposit).

**Q:** Am I allowed to have an A-Frame sign in front of my business?

**A:** Yes, only if it is on private property such as an alcove where it will maintain an open unobstructed path to building entrances and exists on walkways consistent with the accessibility standards required by the Americans with Disabilities Act. A sandwich board sign is not allowed on a public sidewalk.

**Q:** May I install a pole sign in front of my business?

**A:** No, a pole sign is not allowed in the Downtown Commercial Mixed Use District. Contact the City of Hollister Planning Department for special exceptions at (831) 636-4360.

**Q:** How much signage may I have in my window?

**A:** The window signage may not exceed more than 25% of the window area. The public safety view zone is not allowed to have window signage, which is between 3 feet and 6 feet in height from the floor.

**Q:** May I have a banner or temporary sign for my special promotions?

**A:** Yes. However, you must follow these guidelines: With administrative approval, temporary banners are permitted for only 30 days. This requires submitting one plan along with a \$25 fee.

**Q:** May I have inflatable devices or balloons for my promotions?

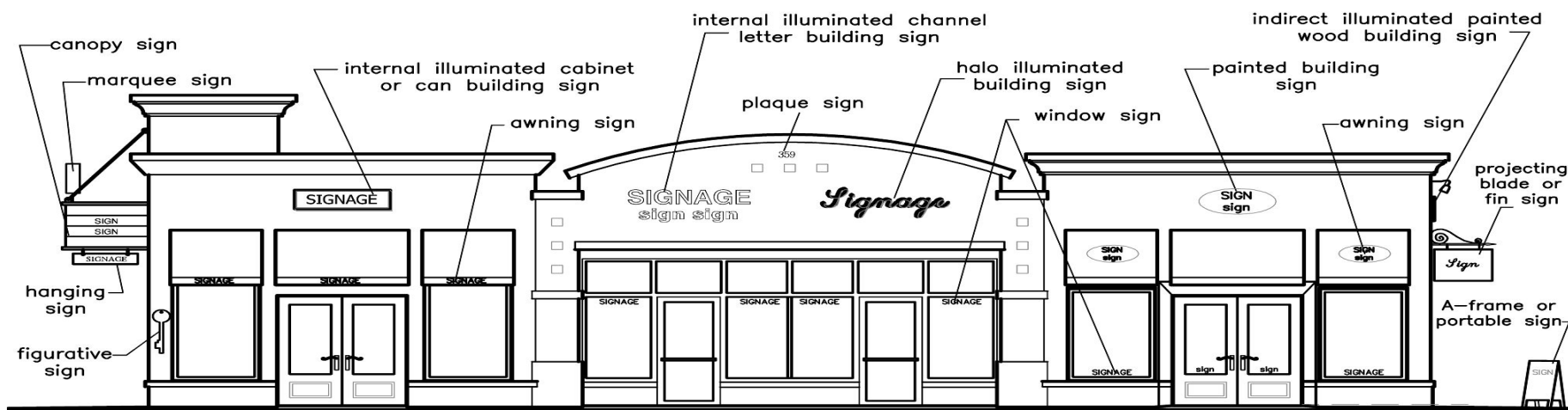
**A:** Yes, but you must have non-helium filled balloons of a non-advertising nature that do not exceed 2 feet in any dimension. The balloons can be used for decorative purposes for not more than 20 days during a calendar year to celebrate a special event.

**Q:** May I have merchandise on display outside in front of my store?

**A:** A business is allowed to display merchandise outside their store provided the merchandise is displayed within a completely roofed alcove, kiosk, or entryway and is inside the line of the building face, which does not impact pedestrian circulation, parking or landscaped areas.

**Q:** I have an old sign that is in disrepair and is no longer in compliance with the current code. May I get financial assistance and design guidance for a new sign?

**A:** The Redevelopment Agency has resources for downtown businesses that include façade improvement. Currently, they don't have a program designed specifically for signs, but if a business will be making façade improvements that include a new sign, the Redevelopment Agency should be considered an important resource. The RDA office number is (831) 636-4316.



**Building, Awning and Window Signs**



Signs do more than identify a business. They project an image, good or bad, of the type and quality of goods and services offered

inside your business. Effective signs reflect the best qualities of both.

Unfortunately many misguided efforts compete with outlying strip shopping centers and a general apathy toward visual appearance has often resulted in inappropriate signage and neglect. Too

much of a good thing is...too much. Avoid the image of being “cheap” by not plastering your windows and storefronts with wild colors and posters.



In order for Downtown Hollister to prosper and flourish, careful attention must be paid to sign image and sign location. Downtown Hollister is developing into a pedestrian oriented downtown designed to accommodate shoppers strolling along sidewalks...with signs to scale.

The Hollister Downtown Association publishes this guide to help you understand both the sign codes for the city as well as the need for all merchants to participate and promote excellence in design and signage.



The Hollister Downtown Association is an association of businesses, property owners, and residents dedicated to the preservation, restoration and promotion of Downtown Hollister.

Shop downtown and meet the friendly shopkeepers who work hard to offer excellent personal service.



**We take pride in our downtown.**

# Your Guide to Downtown Signage



## A Resource Guide for Appropriate Signage in Downtown Hollister

