



CITY OF ESCONDIDO
Planning Division
201 North Broadway
Escondido, CA 92025-2798
(760) 839-4671
Fax: (760) 839-4313

FOR INTERNAL USE ONLY	
Date Submitted:	_____
Fee:	_____
Receipt No.:	_____
Reviewed by:	_____
	<input type="checkbox"/> Approved <input type="checkbox"/> Denied
Date:	_____

DOWNTOWN SIDEWALK SIGN PERMIT APPLICATION

APPLICANT/CONTACT PERSON

Name (Print): _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____
 Signature: _____

OWNER (If multiple owners/addresses, attach additional sheets as necessary.)

Name (Print): _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____
 Signature: _____
 (authorizing applicant to submit application)

SITE INFORMATION

Business Name: _____
 Address: _____
 Business Phone: _____
 Assessor's Parcel No.: _____
 Type of Business: _____
 Land Use Code: _____

SIGN INFORMATION

Proposed Area: _____
 Proposed Width: _____
 Proposed Height: _____
 Proposed Depth (if an A-frame sign): _____

(FOR STAFF USE ONLY BELOW THIS LINE)

1. Is the property within the Retail Area of the Downtown Revitalization Area Specific Plan? Yes No
2. Is the proposed sign and sign location in conformance with Section VF.9(b) and (c) of the Downtown Revitalization Area Specific Plan? Yes No
3. Has the applicant submitted proof of liability insurance naming the City of Escondido as additionally insured in the amount acceptable to the City? Yes No

SIDEWALK SIGN PERMIT

Freestanding Sidewalk Signs are permitted only in certain retail areas of the Historic Downtown and Mercado Districts of the Downtown Specific Planning Area.

All requests for freestanding sidewalk signs must be reviewed by the Director of Community Development to ensure that the proposed sign is in conformance with the guidelines of the Downtown Specific Plan, depicted on pages 125-129 of the [Downtown Specific Plan](#) text. Signs for temporary or special events, including the Farmer's Market, may be allowed for a maximum period of twenty-four (24) consecutive hours, subject to approval by the Director of Community Development.

Freestanding Sidewalk Signs may only communicate information about the business located in the building fronting on that portion of the sidewalk or private area where the sign is located. Additional criteria are detailed on pages 125-129 of the [Downtown Specific Plan](#) text.

An [Encroachment Permit](#) from the Engineering Division will be required for each sign that is proposed to be located in the public right-of-way. The City's [Guidelines](#) for issuing Encroachment Permits are also available from the City's Engineering Division.

Submittal Requirements

The following shall be required in order to accept an application as complete. As determined by the Director of Community Development, additional information not listed below may be required to make a complete application. This will be determined on a case-by-case basis.

1. Completed and signed [application form](#).
2. Completed and signed [Encroachment Permit Application](#).
3. Copy of current Business License.
4. Three (3) copies of a site plan with the following information:
 - a. Scale of plan and north arrow pointing to the top of the page.
 - b. Location and dimensions of property lines.
 - c. Location of sidewalks, curb and gutter and all curb cuts adjacent to the property and dimensions from property lines and buildings.
 - d. Proposed sign location, with dimensions from building, property line, edge of sidewalk, curb and driveway cuts labeled.
5. Three (3) copies of the detailed sign plan to include the following information:
 - a. Sign dimensions, including height, width and depth (if an "A" frame sign).
 - b. Total area of each face of the proposed sign.
 - c. Design of the sign, including letter height, graphics, colors and materials noted.
 - d. For changeable sign, note whether slate or plastic and whether chalk or grease pencil is to be used.
6. Proof of liability insurance, naming the City of Escondido as additionally insured, in the amount of acceptable to the City, if the sign is proposed in the public right-of-way.
7. Schedule detailing the date and hours for the special event (not to exceed 24 consecutive hours) if a special event/temporary sign is proposed.

8. [Engineering Division Fees.](#)
9. [Planning Division Fees.](#)

Procedure

Once the application is submitted, the Director of Community Development will review the information for completeness. A complete application will be reviewed for conformance with the guidelines for construction, design and placement of the freestanding sidewalk sign. If the proposed sign does not conform to the design guidelines, the applicant will be notified that corrections are required. If the proposed sign is consistent with the provisions of the Freestanding Sidewalk Signs guidelines, the Director of Community Development will approved the Freestanding Sidewalk Sign permit.

A copy of the approved permit must be permanently attached to the back of each sign in a manner sufficient to withstand inclement weather.

Signatures. Applicant and property owner signature lines must be signed, even if the applicant and property owner are the same. The signature of the architect and/or engineer is also required if drawings are submitted by professional architects and/or engineers.

Applicant

As part of this application the applicant hereby agrees to defend, indemnify and hold harmless the City of Escondido, its Council, boards and commissions, officers, employees, volunteers, and agents from any claim, action, or proceeding against the City of Escondido, its Council, boards and commissions, officers, employees, volunteers and agents, to attack, set aside, void or annul an approval of the application or related decision, including environmental documents, or to challenge a denial of the application or related decisions. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth herein. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed.

By signing below, I hereby certify that the application I am submitting, including all additional required information, is complete and accurate to the best of my knowledge. I understand that any misstatement or omission of the requested information or of any information subsequently requested may be grounds for rejecting the application, deeming the application incomplete, denying the application, suspending or revoking a permit issued on the basis of these or subsequent representations, or for the seeking of such other and further relief as may seem proper by the City of Escondido.

Applicant: _____

Date: _____

Property Owner

By signing below, I hereby certify under penalty of perjury, that I am the owner of record of the property described herein and that I consent to the action requested herein. All other owners, lenders or other affected parties on the title to the property have been notified of the filing of this application. Further, I hereby authorize City of Escondido employees and officers to enter upon the subject property, as necessary to inspect the premises and process this application.

In order to facilitate the public review process, the City requires that property owners agree to allow any plans or drawings submitted as part of the application to be copied for members of the public. Property owner(s) hereby agree to allow the City to copy the plans or drawings for the limited purpose of facilitating the public review process.

Property Owner: _____

Date: _____

Architect/Engineer

In order to facilitate the public review process, the City requires that architects and engineers agree to allow any plans, drawings, studies or reports submitted as part of the application to be copied for members of the public. Architect/Engineer hereby agrees to allow the City to copy the plans, drawings, studies or reports for the limited purpose of facilitating the public review process.

Architect: _____

Date: _____

Engineer: _____

Date: _____