

HOLIDAY SIGN EXCEPTIONS

The City has five holiday periods each year during which inflatables, pennants, banners, flags, streamers, balloons, searchlights and other temporary signs may be displayed. These allowed temporary signs do not include portable signs such as A-frames, sign twirlers or stake signs.

The holiday periods are:

Valentine's Day/President's Day — From the second Saturday before Valentine's Day through two days after President's Day;

Mother's Day — From the second Saturday before Mother's Day through two days after Mother's Day;

Independence Day — From the second Saturday before Independence Day through two days after Independence Day;

Labor Day — From the second Saturday before Labor Day through two days after Labor Day;

Winter Holidays — From the day after Thanksgiving Day through January 3.



CITY OF EL CAJON

PLANNING DIVISION
200 CIVIC CENTER WAY
EL CAJON, CA 92020

PHONE: 619-441-1742
FAX: 619-441-1743



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SIGN GUIDE FOR BUSINESSES



PLANNING DIVISION
200 CIVIC CENTER WAY
EL CAJON, CA 92020
(619) 441-1742

SIGN LAWS AT A GLANCE

The City of El Cajon has a comprehensive Sign Ordinance that details the type, size, location and number of signs businesses may display. The Sign Ordinance is intended to serve the interests of community aesthetics, vehicular and pedestrian safety, to protect and preserve property values, to improve the visual environment of the City to promote commerce, investment, tourism and visitation, and the overall quality of life for persons living in, doing business in or visiting the City.

Because the Ordinance has many different facets, it is recommended that you contact the Planning Division of the Department of Community Development at 619-441-1742 before purchasing or installing a sign. The following is a synopsis of frequent issues relating to signage in the city.



TEMPORARY SIGNS

The use of temporary signs in general is only allowed during periods listed on the outer page of this brochure. Other times temporary signs are permitted include



GRAND OPENINGS:

New businesses may advertise their "grand opening" using searchlights, inflatables, pennants, banners, flags, streamers and balloons for the first 30 days of the business.

TEMPORARY USE PERMITS:

Businesses may request up to two Temporary Use Permits (TUP) per calendar year for a two-week display of temporary signs each time. The request should be made a minimum of two weeks in advance to ensure time for processing. Contact the Planning Division for a TUP application.

THESE SIGNS ARE NOT ALLOWED IN THE CITY



Sign Spinners



Stake Signs



A-frame Signs

Under no circumstances may businesses display portable, free-standing signs such as A-frames or stake signs. Sign twirlers or human directionals are not allowed in the City.

SIGN MAINTENANCE

All signs, whether permanent or approved temporary signs, must be properly maintained respecting appearance, structure, line of sight, electrical and mechanical features.



ENFORCEMENT

Enforcement of the Sign Ordinance usually consists of a written or verbal warning. If the violation continues, a citation may be issued. The citation schedule allows for fines from \$100 to \$500 per day, per violation (or per sign). If you wish to appeal the citation, you must obtain a Request for an Administrative Hearing form from the Planning Division. A deposit in the amount of the citation must be submitted with a completed hearing request. If the hearing officer rules in your favor, the deposit will be refunded in full.

EXCEPTIONS

There are exceptions in the Ordinance including, but not limited to: real estate sales signs, construction signs, "for rent" signs and signage for businesses on more than two acres. Regulations for these and other specific sign issues may be found in the Sign Ordinance.

You may review the Ordinance online at: www.ci.el-cajon.ca.us. On the Home page, click on "Municipal Code" under "Quick Links". Sign Regulations are found in title 17.

Under no circumstances may a sign be posted or located in the public right of way, on utility poles, on traffic signs or signals, on private property without permission of the property owner, or in a manner that would impede or obscure pedestrian or vehicle movement or visibility.