



760 Mattie Road, Pismo Beach, CA 93449
(805) 773-4658 | Planning@PismoBeach.org

PLANNING DIVISION – SIGN PERMIT APPLICATION

Sign permits are required for any new, altered, or replaced outdoor commercial signs in Pismo Beach. This form replaces the general Land Use Application for sign permit requests. Submit this completed form, your plans, and the application fee through the **Online Permit Portal** at www.pismo-beach.org/permitportal. Questions? Call or email the Planning Division - we are happy to help before you submit.

STEP 1 — IDENTIFY YOUR APPLICABLE ZONING CODE

Pismo Beach uses two Sign Ordinances depending on where your property is located. Use the interactive parcel viewer at www.pismo-beach.org/zoning to confirm your zoning, then check the applicable code below. If you are unsure, contact the Planning Division.

☐ **1983 Zoning Code (Property inside Coastal Zone)**

Sign Ordinance: [PBMC 17.111](#)

☐ **1998 Zoning Code (Property outside Coastal Zone)**

Sign Ordinance: [PBMC 17.36](#)

STEP 2 — APPLICANT & PROPERTY INFORMATION

Business / Applicant

Business Name:

Business Address:

Applicant Name:

Phone & Email:

Property Owner (if different from applicant). *Property owner authorization form linked [here](#).*

Owner Name:

Phone:

Email:

Property Information

Assessor's Parcel Number (APN):

Zoning District:

Lot Frontage (ft):

**Total Building Façade Width (ft) and Building Height
below eave (ft):**

☐ Is this property subject to a Master Sign Program or Specific Plan? If yes, specify: _____

☐ Is this related to another City permit or approval? If yes, specify: _____



STEP 3 — SIGN INVENTORY

List all existing signs on the property and all signs being proposed. Staff will use this information to verify compliance with your applicable Sign Ordinance. You do not need to calculate your own sign allowance — staff will do that. If you are unsure of an exact measurement, provide your best estimate and note it as approximate.

Existing Signs (all signs currently on property)

Sign Type	Qty	Area (sq ft)	Sign Dimensions (height x width)	Illuminated?	Single or double sided sign?
Wall / Flat					
Monument / Ground					
Projecting / Blade					
Canopy / Awning					
Window					
Pole / Pylon					
Directional					
Other					

☐ Do all existing signs have permits on file? ☐ Yes ☐ No ☐ Unknown

Proposed Signs (new or modified signs requiring this permit)

Sign Type	Qty	Area (sq ft) each or total?	Sign Dimensions (height x width)	Illuminated?	Single or double sided sign?
Wall / Flat					
Monument / Ground					
Projecting / Blade					
Canopy / Awning					
Window					
Pole / Pylon					
Directional					
Other					



STEP 4 — PROPOSED SIGN DETAILS

Complete one section per proposed sign. Photocopy this page if you have more than two signs, or attach a sheet with the same information.

Sign 1

Sign Type (wall, monument, window, etc.):

Location on Building / Site:

Width (ft):

Height (ft):

Total Sign Area (sq ft): _____ (see area calculation guide on last page)

Sign Materials:

Sign Colors:

Illumination: ☐ None ☐ Internally illuminated ☐ Externally illuminated (halo / gooseneck / spot) ☐ Other: _____

Proposed Sign Copy / Text:

Sign 2

Sign Type:

Location on Building / Site:

Width (ft):

Height (ft):

Total Sign Area (sq ft): _____ (see area calculation guide on last page)

Sign Materials:

Sign Colors:

Illumination: ☐ None ☐ Internally illuminated ☐ Externally illuminated ☐ Other: _____

Proposed Sign Copy / Text:

STEP 5 — CERTIFICATION & SIGNATURE

I certify that the information and materials submitted with this application are true and correct to the best of my knowledge. I understand that the filing of this application does not guarantee approval. I authorize City staff to access the subject property, if needed, for purposes of processing this application.

Applicant Signature:

Date:

Print Name:

Title (if signing on behalf of a business or owner):

Phone:

If the applicant is not the property owner, the property owner's authorization is required. A signed Owner Authorization letter or email may be submitted with the application. The owner authorization form is linked [here](#).



STEP 6 — REQUIRED PLANS & MATERIALS

Upload all materials as PDF through the Online Permit Portal (www.pismo-beach.org/permitportal). Name files using this format: **YYYY.MM.DD_Description** (e.g., 2026.06.01_Siteplan). Hard copies may be requested by staff if needed.

Site Plan — must show:

- ☐ North arrow and scale
- ☐ Location of building(s), property lines, setbacks, streets, and parking areas
- ☐ Location of all existing signs with photos (note which signs are to remain or be removed)
- ☐ Location of proposed sign(s) relative to building, property lines, and public right-of-way

Building Elevation(s) — must show:

- ☐ Full building façade with dimensions (width and height of storefront)
- ☐ Storefront entrance location
- ☐ All proposed sign locations dimensioned and labeled
- ☐ Any existing signs remaining on the façade

Sign Drawing(s) — must show:

- ☐ Dimensions and total area of each proposed sign
- ☐ Proposed sign copy (exact text and any logo/graphic)
- ☐ Colors (paint chips, Pantone, or color rendering accepted)
- ☐ Materials and method of construction
- ☐ Method of attachment to building or structure
- ☐ Method and source of illumination (if illuminated)
- ☐ Structural / footing details for freestanding signs

Additional Materials (if applicable):

- ☐ Completed Sign Program application and criteria (if property has or requires a sign program)
- ☐ Factory Outlet Center, Pismo Coast, or OSH center management approval (if applicable) (see <https://www.pismo-beach.org/103/Applications-Documents>)
- ☐ Photos of existing site conditions and proposed sign location

STEP 7 — APPLICATION FEE

An application fee is required at the time of submittal. The application is not considered submitted until payment is received. Staff will send an invoice after your application is uploaded to the portal. The current fee schedule is available at www.pismo-beach.org. A separate Building Permit fee is required for illuminated signs and signs requiring structural work.



SIGN AREA CALCULATION GUIDE

City of Pismo Beach — Planning Division Reference Sheet

How to Measure Sign Area

Sign area is the total area of the smallest rectangle, circle, or other geometric shape that encloses all the lettering, logos, and graphic elements of the sign. For signs on a cabinet or panel, measure the total face of the cabinet or panel.

For channel letters or individual cut-out letters applied directly to a wall, measure the smallest rectangle that encloses all the letters together (not each letter separately). Additional sign checklist information is on our Application webpage [here](#).

If you are unsure how to measure your sign, staff can assist you — contact the Planning Division before submitting.

What Counts as a Sign?

Signs include any display, device, or structure visible from a public street that identifies a business, product, or service. This includes wall signs, window graphics, awning lettering, monument signs, and blade signs. Signs painted directly on a building surface also require a permit.

Signs That Generally Do Not Require a Planning Permit

The following are typically exempt from sign permit requirements (a Building Permit may still apply):

- Interior signs not visible from outside the building
- Temporary real estate 'For Sale' or 'For Lease' signs (subject to size limits)
- Address numbers and property identification required by law
- Directional signs under 3 square feet in area

When in doubt, call before you install. Installing a sign without a required permit can result in a code enforcement notice and required removal.

What Happens After You Submit?

After you submit a complete application and payment:

- Planning staff will review your application for compliance with the applicable Sign Ordinance.
- Most sign permits are reviewed administratively (no public hearing required) and processed within 2–4 weeks.
- If corrections are needed, staff will send comments through the Online Portal and you will have an opportunity to resubmit.
- For illuminated signs or signs requiring structural work, a separate Building Permit will also be required. Building staff can assist you with this after Planning approval is granted.
- Properties subject to a Master Sign Program or Specific Plan may require additional review steps. Staff will advise you if this applies.

Contact Us

Planning Division | 760 Mattie Road, Pismo Beach, CA 93449

Phone: (805) 773-4658 | Email: planning@pismo beach.org | Hours: Monday–Friday, 8:00 AM–5:00 PM

Online Portal: www.pismo beach.org/permitportal | Zoning Map: www.pismo beach.org/zoning