

Objective

Providing effective, visible and attractive signs are vital ingredients in promoting a successful and healthy business community while at the same time enhancing the aesthetic appearance of the City. Public objectives include enhancing the pedestrian experience, maintaining the economic stability of the city by enhancing vitality of businesses, and providing attractive, effective and visible identification reflecting the individual character of the business.



Community Development
10300 Torre Ave.
Cupertino, CA 95014

City of Cupertino

Temporary Signs



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10300 Torre Ave.
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Applicability

Temporary Signs

A-Frame (or similar), flowerpots, flower carts, statues (other similar decorative items as deemed appropriate by the Community Development Director). On both private and institutionally zoned properties (except public parkway area and/or public right of ways).

Specific Standards:

- 8 square feet maximum
- Must be between 3'-4' in height
- 2' maximum width
- 2' minimum setback from the street curb (for car doors and overhang)
- May not be set into the ground
- May only be displayed during business hours
- May only identify the name of the business, the menu offered, and/or special event
- 5' pedestrian walkway
- 15' away from bus stop zones or bus stop furniture
- 4' away from any disabled parking zone
- Shall not be attached to trees, lampposts, utility poles, street or traffic signs, benches, hydrants, and/or mailboxes
- Shall not be located in landscape setback area

*Other modifications may be approved, if appropriate and where there are special circumstances, by the Community Development Director

Design Criteria (Do's & Don'ts)

Do:



Appropriately designed, executed and maintained with the following emphasis:

- Design character
- Quality of color and material (vibrant and weather resistant)
- Complementary to the building architecture and the operation of the business area
- Enhancement to the overall appearance and texture of the pedestrian shopping experience

Don'ts:



Avoid:

- The use of taping
- Unfinished wood
- Cardboard/paper
- PVC pipes
- Interchangeable block letters
- Chained to poles or trees
- Motorist oriented signs—"look at me"
- Signs with too much information
- Permanent messages, as they can be uninteresting
- Illumination

Banners

A temporary banner shall be building mounted only, and have only one face not exceeding 100 sq. feet in area. The time period for temporary banners is a maximum of 120 days within a 360 day period.

A-Frame Review Process

1. Consultation with City Staff
2. Prepare elevation exhibits (dimensioned) and a site plan indicating location of the temporary sign (the design, material, color and content of the sign shall be provided).
3. Fill out and submit application material and fee.
4. The application will be reviewed by the Planning Department (between 1 and 2 weeks)
5. Permit is issued.
6. Attach permit to sign.

Submission Checklist

- Application submittal material including site plan and elevations
- Hold harmless signature

Enforcement

Any portable display or sign permits will be issued revocable permits. Revocation may occur if the portable display or sign contradicts any of the public objectives, and/or if the design and liability provisions specified in the permit are not met. Additionally, signs without permits displayed will be removed by the City.

Contact Information

For more information and applications, please visit:

www.cupertino.org/tempsign