

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 Jan. 3.

City of El Cajon

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200 Civic Center Way
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City of El Cajon

SIGN GUIDE FOR BUSINESSES



Community Development
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Sign Laws at a Glance

The City of El Cajon has a comprehensive Sign Ordinance that restricts 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 619-441-1741 before erecting a permanent 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 restricted to the five holiday 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



Temporary signage for grand openings is allowed for 30 days

business, and only after a valid business license has been obtained.

- ◆ **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.

- ◆ **FRAMED BANNERS:** Banners that are completely framed with a solid backing in some cases may be displayed as permanent signs. Contact the Planning Division for further information.

PORTABLE SIGNS &

SIGN TWIRLERS

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 spinners are prohibited in the city.

SIGN MAINTENANCE

All signs, whether permanent or approved temporary signs, must be properly maintained respecting appearance, structure, 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 from the Planning Division. A deposit in the amount of the citation must be submitted with the hearing request. If the hearing officer rules in your favor, the deposit will be refunded in full.



A-frame signs are never allowed in the city.



Stake signs are prohibited.

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 Ordinance. You may review the Ordinance online at www.ci.el-cajon.ca.us.

Click on the “links” pull-down menu, scroll to El Cajon Municipal Code. From the ECMC site, you can conduct a search for 17.66 or use keywords to find relevant sections or the Sign Ordinance.

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.



Temporary signs such as banners tend to end up as litter.

**City of El Cajon
200 Civic Center Way, Third Floor
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