



Hollister Downtown Portable Sign Permit

City of Hollister
Development Services Department

The City of Hollister's Zoning Ordinance regulates the size, placement, and maintenance of portable signs (A-Frame signs and signs affixed to a sidewalk railing) in the City's Downtown (and within the Downtown Mixed-Use Zoning District). Each Portable Sign within the Downtown is required to obtain a Permit from the Development Services Department prior to installation. The requirements for A-Frame Signs is summarized below.

Sign Size and Number of Signs: A business in the Downtown Mixed-Use Zoning District is allowed one A-Frame sign (with two sides) or two signs which are affixed to a sidewalk railing. Signs are limited in size to no more than 4 feet in height, three feet in width, and 12 square feet in total area.

Sign Location: The Portable Sign shall be located so that it meets all of the following requirements:

- Signs must be located no more than 32 inches from the building wall or curb.
- Signs must be placed on the sidewalk or may be attached to sidewalk railings and shall be securely attached to the railing.
- Signs must be located three feet away from marked pedestrian sidewalks, an entrance to a public transit shelter, bicycle parking racks, entrances to any sidewalk café, driveways, or parking meters.
- Signs must be located five feet away from fire hydrants, fire call box, police call box, any other emergency facility, or handicap parking space.
- Signs shall not be located on or secured to any City property including light poles, sign poles, covers, trees, tree grates, street signs, or sidewalks.
- No signs shall remain outside overnight.

To Obtain a Permit: To apply for a Downtown Portable Sign Permit an applicant shall supply the following information:

- ☐ Completed Portable Sign Permit Application with Elevation and Site Plan (attached), signed by the business owner and the property owner; and
- ☐ Certificate of Insurance with a limit of at least \$1,000,000.00 per occurrence showing the City as an additional insured.

Permit Review Process: Upon receipt of a completed Downtown Portable Sign Permit application, site plan showing the location of the sign, elevation of the sign, and all related documents and fees, the department shall consult with all applicable city departments, including police, fire, engineering, and code enforcement. Planning Division staff will review the application submittal to determine completeness.

- If application submittal is deemed complete it will be reviewed for approval or denial.
- If application submittal is deemed incomplete, applicant will be granted 30 days to submit all necessary information. If applicant fails to submit the required information within 30 days, the application will be withdrawn without prejudice.

Approval Period: An approved Portable Sign Permit shall expire one year from the date of issuance in accordance with Section 17.20.110(C)(3) of the Hollister Municipal Code.

RESOURCES

Development Services Department

339 Fifth St
Hollister, CA 95023
Email:
planning@hollister.ca.gov
Phone: 831.636.4360
Fax: 831.634.4913

Application Fee

\$145.13

Municipal Code

[Section 17.20.110\(C\)\(3\)](#)

To be Completed by Planning Division Staff Only

Permit No.		Determination			
Date Received			Approved		Denied
Received By		Date			



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APPLICANT INFORMATION

Name					
Mailing Address					
City		State		ZIP	
Email				Phone	

PROPERTY OWNER INFORMATION

Name					
Mailing Address					
City		State		ZIP	
Email				Phone	

PERMIT HOLDER INFORMATION

This is the property owner, person, or entity that is granted by the property owner to be responsible for ensuring compliance with Section 10.50.060 and the person to receive notice of revocation hearings, as applicable.

Applicant (Same as Above)

Property Owner (Same as Above)

Authorized Agent of the Property Owner

Name					
Mailing Address					
City		State		ZIP	
Email				Phone	

SITE INFORMATION

Site Address					
City		State		ZIP	
Existing Primary Use of the Property					

SIGNATURES/DECLARATION

I certify that I have read this application and state that the above information is correct, and that I am the property owner, authorized agent of the property owner, or other person having a legal right, interest, or entitlement to the use of the property that is the subject of this application.

I understand that the Permit Holder is responsible for knowing and complying with the governing policies and regulations applicable to the proposed permit. I hereby affirm under penalty of perjury that mobile food vending operations on the subject property will conform to all regulations of HMC Chapter 10.50.

The City is not liable for any damages or loss resulting from the actual or alleged failure to inform the applicant of any applicable laws or regulations. City approval of a permit application, including all related plans and documents, is not a grant of approval to violate any applicable policy or regulation, nor does it constitute a waiver by the City to pursue any remedy, which may be available to enforce and correct violations of the applicable policies and regulations. I authorize representatives of the city to enter the above-identified property for inspection purposes. I have the authority and grant City staff and advisory bodies the right to make copies of any documents submitted for processing.

Applicant Signature		Date	
Property Owner Signature		Date	
Permit Holder Signature		Date	



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OPERATIONAL STANDARDS

I/we, _____, agree that my portable sign permit will adhere to all Operational Standards listed below and any and all rules and regulations stipulated in Section 17.20.110(C)(3) – Portable Signs/A-Frame Signs of the Hollister Zoning Ordinance.

1. No more than one portable sign, per business, shall be located on the sidewalk. The sign shall not be larger than 4 feet tall by 3 feet wide. For signs affixed to the sidewalk railing, two portable signs may be affixed to the railing which are no larger than 4 feet tall by 3 feet wide each.
2. The sign will be placed 36 inches from the building or the curb and will not be placed in any prohibited location.
3. The sign will not be fixed, in any manner, to any public property.
4. The sign shall not be illuminated.
5. No additional advertisements, signs or flyers shall be fixed to the top or sides of the sign.
6. The sign(s) shall be maintained in a neat and clean condition and in good repair at all times. The sign(s) shall be free from graffiti, body damage, or obvious signs of deterioration (e.g., peeling paint, rust, etc.).
7. The sign (s) shall remain free of graffiti.
8. The sign shall not advertise a service or business which is not located in the Downtown.
9. The Applicant shall ensure that the sign is placed so that it impedes with the flow of pedestrian traffic or the ingress to or egress from any residence or place of business.
10. The sign shall be placed where there is enough ambient light to ensure that the sign is readily visible to pedestrians. In the event that the sign cannot be placed in such a manner, the sign shall be removed at dusk.
11. The Portable Sign Permit is valid for a period of one year. Prior to expiration of the Portable Sign Permit, the business will apply for a new Portable Sign Permit if the business would like to continue displaying the sign.

I/we further declare under penalty of perjury that the information contained in this Permit is true and correct to the best of my/our knowledge.

Permit Holder Signature

Date



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INDEMNIFICATION AGREEMENT

On _____ (date) an application was submitted to the Planning Office, on behalf of _____
(the Property Owner/Lessee). The project, which is the subject of the application, is described as _____
(the "Project") and is located at the following
address _____.

1. The Property Owner/Lessee agrees, as part of the application, to defend, indemnify, and hold harmless the City and its agents, officers, attorneys and employees from any claim, action, or proceeding (collectively referred to as "proceeding") brought against the City or its agents, officers, attorneys or employees to attack, set aside, void, or annul:
 - a. Any approval of the above described application by City; and/or
 - b. An action taken to provide related environmental clearance under the California Environmental Quality Act (CEQA) by its advisory agencies, appeal boards, or City Council.

The indemnification is intended to include but not be limited to damages, fees and/or costs awarded against the City, if any, and cost of suit, attorney's fees, and other costs, liabilities and expenses incurred in connection with such proceeding whether incurred by the Property Owner/Lessee, the City, and/or the parties initiating or bringing such proceeding other than that arising from the City's or gross negligence, willful misconduct, or criminal action.

2. The Property Owner/Lessee agrees to indemnify the City for all of the City's costs, fees, and damages incurred in enforcing the indemnification provisions of this Agreement.
3. The Property Owner/Lessee agrees to defend, indemnify and hold harmless the City, its agents, officers, employees and attorneys for all costs incurred in additional investigation or study of, or for supplementing, redrafting, revising, or amending any document (such as an EIR, negative declaration, specific plan, or general plan amendment) if made necessary by said proceeding and if the applicant desires to pursue such approvals and/or clearances, after initiation of the proceeding, which are conditioned on the approval of these documents.
4. In the event that the Property Owner/Lessee is required to defend the City in connection with such proceeding the City shall retain the right to reasonably approve:
 - a. The counsel to so defend the City;
 - b. All significant decisions concerning the manner in which the defense is conducted; and
 - c. Any and all settlements, which approval shall not be unreasonably withheld.

The City shall also have the right not to participate in the defense, except that the City agrees to cooperate with the Property Owner/Lessee in the defense of the proceeding. If the City chooses to have counsel of its own defend any proceeding where the applicant has already retained counsel to defend the City in such matters, the fees and expenses of the counsel selected by the City shall be paid by the City. Notwithstanding the immediately preceding sentence, if the City Attorney's Office participates in the defense, all City Attorney fees and costs shall be paid by the Property Owner/Lessee.

5. The defense and indemnification of city set forth herein shall remain in full force and effect throughout all stages of litigation including appeals of any lower court judgments rendered in the proceeding.

Permit Holder Signature		Date	
Property Owner Signature		Date	



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SITE PLAN

Provide a site plan showing the location of the building, sidewalk, curb, crosswalks, transit shelters, entrances to the building or any sidewalk café, bicycle parking racks, utility cover or meters, trees, public utilities, light poles, street signs, or City property. The location of the portable sign must be shown on the site plan and the distance (in feet or inches) to any of the above shall be labeled.



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Elevation

Please show the dimensions and text/image for the portable sign below. You may have one A-Frame sign or two sidewalk railing signs.

Width =

Height =

A-Frame Front

Width =

Height =

A-Frame Back

Width =

Height =

Sidewalk Railing Sign A

Width =

Height =

Sidewalk Railing Sign B