



CITY OF VISTA

Comprehensive Sign Program

Submittal Requirements

(Revised 7/1/2025)

A CSP shall be required for all new or rehabilitated commercial and industrial centers consisting of two or more tenant spaces and multi-family residential projects of more than two units. A CSP shall also be required for all projects requiring a Site Development Plan, Special Use Permit, for lots where an automobile sales dealership is the primary use or for any signage proposal which deviates from the regulations presented in Chapter 18.52 (Sign Regulations) of the Vista Development Code. The CSP shall be submitted with the Site Development Plan or Special Use Permit application, when applicable. The purpose of the program shall be to integrate signs with the building architectural design and landscaping design into a unified theme. In order to achieve this purpose, all signs must comply with the design standards stated herein:

- a. Using the same background color on all signs or by using various shades determined compatible by the City Planner. Use of compatible colors shall be limited to three (3) colors per sign.
- b. Using the same type of letter font, size of letters, supports, or method of mounting for signs.
- c. Using the same form of illumination for all signs.

Deviations from the requirements of Chapter 18.52 for individual signs may be allowed through an approved CSP if the applicant establishes that the deviation is aesthetically justified and will, through a unifying theme, integrate the sign with the building architectural design and landscaping design. Content of the sign shall not be considered in the review. Any CSP with signs that do not comply with this chapter may be granted only by the Planning Commission after a noticed public hearing which may be combined with a public hearing for a Special Use Permit or Site Development Plan hearing, if applicable. Any CSP with signs that comply with this chapter and that are not associated with a project requiring a Site Development Plan or Special Use Permit may be granted by the City Planner.

Applications for a CSP shall contain the following information and documents:

1. Completed Application Form (included in this packet)
2. Two (2) sets of plans containing the following information:
 - a. Name, address, and telephone number of business owner, contractor, and building owner
 - b. Evidence that the applicant is the owner of the premises involved, or has written permission of the owner(s) to make such application (Example: a letter of authorization or signature on plans).
 - c. Location of subject property; and Assessor's Parcel Number.
 - d. Site Plan to scale of property showing use, location of proposed signs and buildings, length of building frontage where sign is to be located, parking areas, landscaping, walls or fences, property lines, right-of-way, streets and sidewalks.

- e. Such other data including plans to scale with sign dimensions, size, maximum and minimum heights of signs, method of attachment, source of illumination, structural design of sign, and colored pictures to show final sign product layout; as may be required to determine compliance with the provisions of the Zoning Ordinance.
- f. Number, size, and location of all existing signs on the same building, lot or premises.
- g. Planning Fees: \$1,181.77 (Minor CSP – 1 to 5 signs)
 \$1,575.71 (Major CSP – 6+ signs)
(to be paid when plans are submitted for plan check. Building permit fees to be determined prior to sign permit issuance.)
- h. For lots where an automobile sales dealership is the primary use, temporary on-site signage is permitted in accordance with the following:
 - i. An application for a CSP shall be submitted on a yearly basis; it may be submitted in combination with other application(s), or as a stand-alone application.
 - ii. The application shall describe the proposed temporary signage program, including the following information:
 - 1. Proposed locations, sizes, materials and content/copy of all proposed signage, which may include any signs permitted by the Vista Development Code as well as balloons, pennants and banners.
 - 2. Proposed dates of display and the duration of each display period with a maximum of four display periods during a calendar year and a maximum of 15 consecutive days within each display period.

