



## City of Campbell

Community Development Department

70 North First Street • Campbell, CA 95008 • (408) 866-2140 • [planning@campbellca.gov](mailto:planning@campbellca.gov)

### SIGN PERMIT PROGRAM

The City of Campbell recognizes the economic need for businesses to promote and identify the goods and services they offer. Signs maintain the individual character of each business while preserving and improving the visual quality of the community, and contributing to the city's economic vitality. In this vein, the City of Campbell wants to help businesses successfully promote themselves to the community.

The Planning Division reviews the height, size, location, and design of signs, as well as the duration of display for temporary signs. **Sign Development Standards for outside Downtown Campbell** may be viewed in the Campbell Municipal Code, [Chapter 21.30 - Signs](#). **Sign regulations within Downtown Campbell (C-3 Central Business Zoning District)** may be viewed in the Campbell Municipal Code, [Chapter 21.10.060, Sec. J](#).

**Applicability:** All permanent and temporary signs require approval of a Sign Permit from the Planning Division, with the exception of those signs listed in [Campbell Municipal Code Section 21.30.040 - Exemptions](#).



*Permanent Signs* include, but are not limited to:

- Wall signs
- Projecting signs
- Free-standing signs



*Temporary banner sign standards* are as follows:

- Measure no more than 40 square feet
- Attached to the building wall
- 30 day maximum display period
- Cannot be placed in public right-of-way



More information about temporary signs is available in the [Campbell Municipal Code Section 21.30.070](#).

**Application and Review Process:** The City of Campbell utilizes an online permit system called MyGovernmentOnline ("MGO"). All applications for development permits must be electronically submitted through the MGO system, accessible at <http://bit.ly/planningmgo>. Before you submit an application for the first time, you must create a user account. For more information, visit the City's Application Center at <http://bit.ly/campbellappcenter>. MGO offers a customer service support line at (866) 957-3764 for assistance in creating a user account and/or navigating the system.

The [Sign Permit Application Checklist](#) provides application requirements. Questions regarding application submittal requirements specified by the Checklist should be directed to the Planning Division at (408) 866-2140 or [planning@campbellca.gov](mailto:planning@campbellca.gov). Initial application review is completed in approximately 2 to 4 weeks.



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Approved applications for permanent signs are then submitted by the applicant to the Building Inspection Division to obtain a Building Permit prior to installation of any permanent sign. The [Simple Construction Checklist, Part I](#) provides Building permit application requirements for permanent signs. Apply for a Building Permit online at <http://bit.ly/buildingmgo>. If you need additional assistance, please contact the Building Inspection Division at (408) 866-2130 or [building@campbellca.gov](mailto:building@campbellca.gov).

Temporary signs are reviewed over the counter same day by the Planning Division and do not require Building Inspection Division review. Shopping centers and strip malls may have a sign program. Check with the property owner or Planning Division to see if your tenant space is included in a sign program.

### Filing Fees:

Planning Division and Building Inspection Division staff can provide guidance on application and permit fees per the [Master Fee Schedule](#).

### When is a Sign Permit not required?

#### \*A Sign Permit is not required for the following:

- Construction signs
- On-site informational or directional signs
- Maintenance of damaged existing permitted signs
- Real estate signs in residential zoning districts
- Re-painting or re-facing existing permitted signs
- Window signs not exceeding 25% of window area