

GUIDELINES FOR SIGN DESIGN*

1. The El Camino Real Design Guidelines limit the area of signs along El Camino Real to ½ to 2/3 the maximum size permitted by the Sign Ordinance.
2. The El Camino Real Design Guidelines limit the height of freestanding signs along the El Camino Real to ten feet if placed at the property line and slightly higher if set back from the property line.
3. Wall signs are generally not allowed above the first floor level.
4. Strict limits are placed on the amount of signs allowed on ATMs and ATM surrounds.
5. Reader board and changeable signs are generally not approved. Churches and community organizations should limit sign copy to the name, address and pastor/director only. Menu box signs for restaurants and information signs for community service organizations and churches are acceptable if located near a building entrance and designed to provide information to someone already on site.
6. External illumination of signs is preferred and illumination is generally limited to the hours of operation of a business.
7. A-frame signs are generally not acceptable and should be applied for only when a group of businesses does not have a street frontage or acceptable wall area for a directory sign.
8. No flashing, moving, or changeable signs are allowed [PAMC Section 16.20.090(a)]
9. Advertising copy on signs is limited[PAMC Section 16.20.090(b)]. Signs should contain only enough information to identify the business. For example, the words “A division of XYZ Company” or “Cocktails, Dining and Dancing” or any like menu of services are considered generally not allowed.

*from the Palo Alto Architectural Review Board Guidelines for the Applicant, Property Owner and Citizen