CITY OF LONG BEACH

Community Development Department
Planning Bureau
411 W. Ocean Boulevard, 3rd Floor, Long Beach, CA 90802
562.570.6194 | longbeach.gov/lbcd/planning

Banner (Promotional Activity Sign) Permit Application

Email completed application to planningsubmittal@longbeach.gov

Required Submittal Materials:
☐ Plans/drawing of the proposed sign(s), with dimensions (ft)
☐ Photo of the proposed sign location with the dimension of the building frontage (ft)

Sign Address: _____ **Date:** _____

APPLICANT

Name		**Address**	
Telephone		**Email**	
Signature			

	BUSINESS OWNER	**PROPERTY OWNER/MANAGER** (☐ check if same as owner)
Name		
Address		
Telephone		
Email		
Signature		

APPROVAL FROM THE BUSINESS OWNER AND PROPERTY OWNER/MANAGER IS REQUIRED

SIGN / BANNER INFORMATION

Number of Sign(s): _____ **Area (sq ft.):** _____ **Width (ft):** _____ **Height (ft):** _____

Width of Building Frontage where sign will be displayed: _____

Describe the location, placement and types of sign(s):

Choose one of the following options:	☐ One 90-day display period	Start Date:	End Date:
	☐ Two 45-day display periods	Start Date (1):	End Date (1):
		Start Date (2):	End Date (2):
	☐ Three 30-day display periods	Start Date (1):	End Date (1):
		Start Date (2):	End Date (2):
		Start Date (3):	End Date (3):

FOR DEPARTMENT USE ONLY

Case No./Subtype:	**Project No.:**	**Approval Date:**	**Issued By:**

Summary of Banner (Promotional Activity Sign) Regulations

(Chapter 21.44, Division IV, LBMC)

A. **Area**. A promotional activity sign (banner) shall not exceed one (1) square foot of banner area for each linear foot of building street frontage and shall not exceed one hundred (100) square feet, whichever is less.

B. **Number.** Only one (1) promotional activity sign shall be allowed per street frontage, or per business in the case of a commercial building with multiple business tenants.

C. **Aspect Ratio.** A promotional activity sign shall not have an aspect ratio exceeding 3.0 (three (3) units length per one (1) unit height).

D. **Location.** Promotional activity signs shall be placed on a building wall only. It shall be prohibited to place a promotional activity sign on a fence, supported from poles or trees, between buildings or walls, upon an existing sign cabinet or structure (whether in use or not), on a building roof or extending above the parapet wall, or upon another structure. Promotional activity signs shall not be placed overhanging or obscuring windows.

E. **Time Limit.** The following time limits shall apply to promotional activity signs:
   1. A promotional activity sign permit shall be valid for only ninety (90) days and shall not be renewable in the same calendar year.
   2. The allowed time period shall be measured in calendar days. The ninety (90) day period may be broken into two (2) forty-five (45) day periods or three (3) thirty (30) day periods, provided that the sign is removed at the end of each period.
   3. If the ninety (90) days includes December 31 and January 1, the permit shall be prorated or adjusted accordingly, such that permits are not issued for a site for more than ninety (90) days in a given calendar year, including prior promotional activity sign permits having a portion of the ninety (90) days period in the same year.

F. **Legalization of Promotional Activity Signs (banners) without permits.** Any promotional activity sign placed without a valid permit shall be subject to the following:
   1. If a permit is to be issued, the applicant shall pay double fees;
   2. The duration (in days) that the sign was in place without a permit shall be subtracted from the ninety (90) days allowed for a promotional activity sign if it is to be legalized through a permit;
   3. If the sign was in place for ninety (90) days or more without a permit, the sign shall be removed and no permit shall be issued for the subject location in that calendar year; and
   4. If the duration that the sign was in place without a permit is not known or is not divulged by the applicant, the sign shall be assumed to have been in place for ninety (90) days, and the sign shall be removed, and no promotional activity sign permit shall be issued for the subject location in that calendar year.

G. **Exceptions.**
   1. Real estate signs and banners. Real estate signs and banners are considered "permit exempt" signs and are subject to the restrictions specified in Table 44-4.
   2. Grand opening signs. One (1) promotional activity sign for a grand opening event shall be allowed for a period of ninety (90) days in a calendar year, in addition to one (1) other promotional activity sign in the same calendar year.
   3. Automobile sales businesses/dealerships. Vehicle sales businesses may be exempted from the limitations of this section on promotional activity signs through the Creative Sign Permit process; except that all pennants, streamers, and inflatable, air-blown, balloon-type and all other prohibited signs or decorations shall be prohibited regardless.
   4. Noncommercial promotional activity signs. Noncommercial promotional activity signs are considered permit exempt signs and are subject to the restrictions specified in Table 44-4.

H. **Street Banners**. Street banners and banners hung across a public street are subject to approval by the City Manager as provided in Section 18.04.010 of the Municipal Code, and are not regulated by this chapter.

I. **Maintenance.** Promotional signs shall not be in a condition of disrepair. Disrepair shall include torn, faded, sagging, or dirty signs, and signs with a message that is outdated or no longer relevant. Signs in disrepair shall be removed, or may be restored or repaired if still within the permitted ninety (90) day period.

To request this information in an alternative format or to request a reasonable accommodation, please contact the Community Development Department at longbeach.gov/lbcd and 562.570.3807. A minimum of three business days is requested to ensure availability; attempts will be made to accommodate requests with shorter notice.