



# BANNER (PROMOTIONAL ACTIVITY SIGN) PERMIT APPLICATION

DEPARTMENT OF DEVELOPMENT SERVICES  
333 W. OCEAN BLVD., 5<sup>TH</sup> FLOOR, LONG BEACH, CA 90802  
(562) 570-6194 FAX: (562) 570-6068  
lbds.longbeach.gov

**Sign Address:** \_\_\_\_\_ Long Beach, CA 908 \_\_\_\_

Applicant Name: \_\_\_\_\_ Ph: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

Business Owner: \_\_\_\_\_ Ph: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

Property Owner/Manager: \_\_\_\_\_ Ph: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_ Email: \_\_\_\_\_

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

Number of signs: \_\_\_\_\_

Describe the location and types of sign(s): \_\_\_\_\_

\_\_\_\_\_

Width and height of sign(s): \_\_\_\_\_

Area (sq. ft.) of sign(s): \_\_\_\_\_

Width (frontage) of building or tenant space where sign will be located: \_\_\_\_\_

- Attach a plan or drawing of the proposed sign(s), with dimensions (measurements) in feet.
- Attach a photo of the proposed sign location. Label the width of the building frontage in feet.

### 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: \_\_\_\_\_

**See next page for Banner (Promotional Activity Sign) Regulations.**

BELOW THIS LINE FOR STAFF USE ONLY

Permit No.: \_\_\_\_\_ Planning Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Decal No.: \_\_\_\_\_

**Fee: \$54.65 per banner. FY16 valid 10/1/15–9/30/16**

## Summary of Banner (Promotional Activity Sign) Regulations

(Chapter 21.44, Division IV, LBMC)

**Area:** Maximum of: one (1) square foot of banner area per one (1) linear foot of frontage, or 100 square feet, whichever is less. Frontage is the width of the building face where the banner will be located, or the width of the tenant space for multi-tenant buildings.

*Examples: a 25-foot-wide tenant space is allowed a 25-square-foot banner. A 250-foot-wide tenant space is allowed a 100-square-foot banner.*

- **Number:** One banner per building frontage, or one per business if there are multiple tenants. For multiple tenants, the total of all banners must comply with the size (area) limit.
- **Aspect Ratio:** A banner must have at least 1 foot of height for 3 feet of length, or vice versa. This has the effect of prohibiting very long, narrow banners.
- **Location:** Banners 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.
- **Legalization of banners placed without permits:**
  - Double fees required.
  - The duration (in days) that the banner was in place without a permit shall be subtracted from the 90 days allowed.
  - If the banner was in place for 90 days or more without a permit in this calendar year, no permit shall be issued.
  - If the amount of time the sign was in place without a permit is not known or divulged by the applicant, no permit shall be issued.
- **Time Limits:** The allowed time periods for a banner is measured in calendar days. One 90-day banner permit may be issued per calendar year. This period may be broken into two 45-day periods or three 30-day periods. Only one banner permit shall be issued for a business in a calendar year. If the permit period includes December 31 and January 1, the permit shall be prorated or adjusted accordingly such that permits are not issued for a business for more than 90 days in a given calendar year, including prior permits having a portion of the 90 day permit period in the same calendar year.