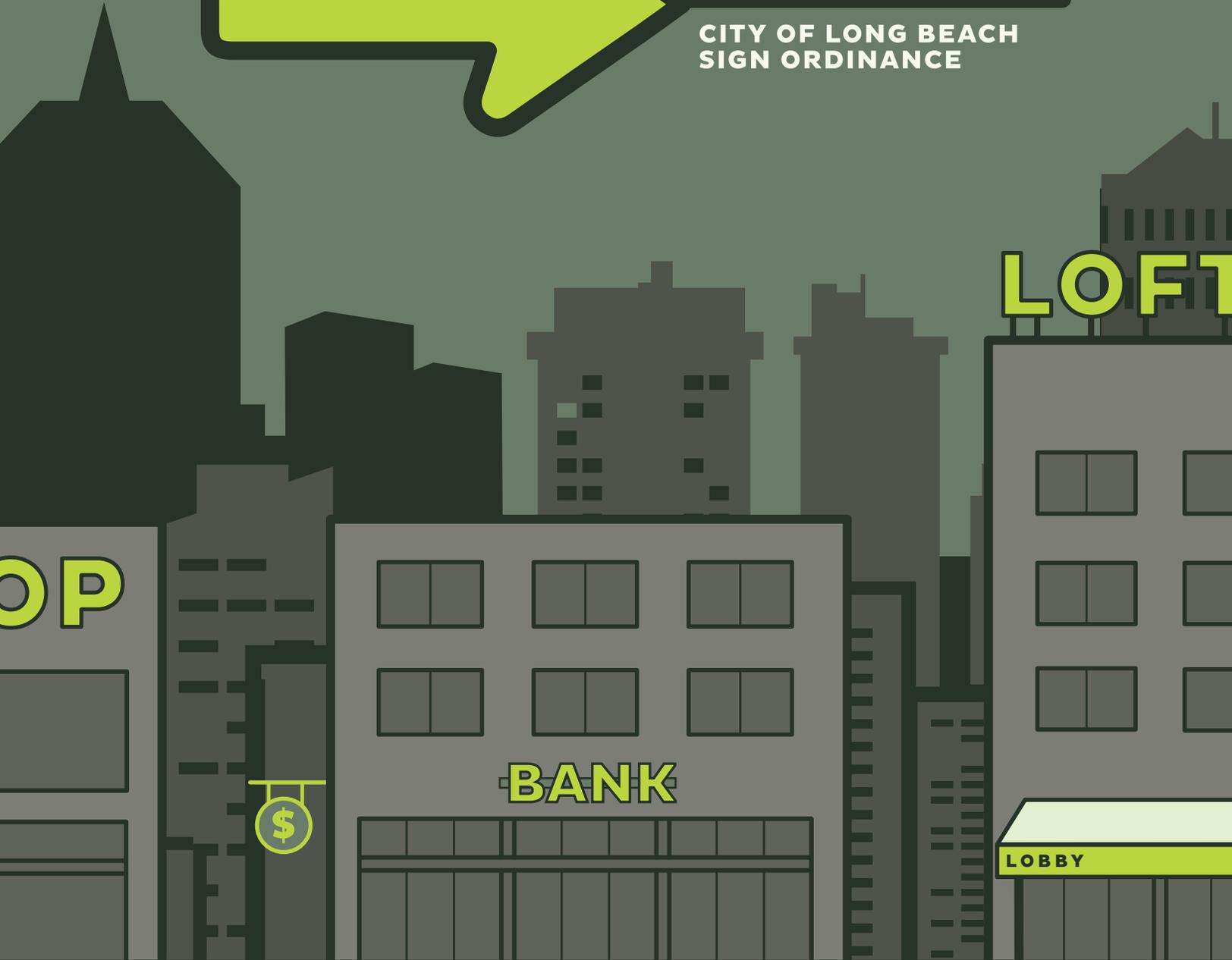


S I G N

GUIDE

CITY OF LONG BEACH
SIGN ORDINANCE



The goal of this sign ordinance is to maintain the current eclectic character of Long Beach, while enabling innovation and the emergence of new architectural styles.



SIGN DESIGN GUIDELINES

COMPLEMENT The color, material, scale, lettering, and lighting shall complement the surrounding street environment and building(s) that the sign addresses.

CHARACTER Signs shall enhance the public realm and aid in the creation of a street's character. Signs shall not impede pedestrian traffic, block sight lines along roadways, or disturb adjacent residences.

AUDIENCE Signs intended for tourists or locals, or the age of the sign audience may impact sign design. Regardless of audience, sign design shall conform to other principles.

CONCISE Information on signs shall be brief, clear, and simple with appropriately sized lettering, and a clear information hierarchy. When appropriate, symbols can be used in place of text.

SIZE Signs shall never overpower the building. The sign shall fit comfortably into the architecture of the storefront. Signs shall be mounted in a manner that does not detract from building.

CONSISTENT Signs shall be internally consistent. If multiple tenants are listed on a single sign or a multi-tenant building, variation between size and typeface of tenant names and color palette shall be limited to one or two options.

TIMELESS Sign design should convey a timeless character of a street, place, or business. Signs shall be designed with durable materials and be well maintained.

ILLUMINATION Lighting used with signs shall be focused and minimal. Lighting shall be in scale with the sign and façade.

SIGN PROCESS



A sign permit is required to display, enlarge, modify, repair, or change in any way, other than to perform general maintenance, repair, or complete removal, an on-premises sign in any zoning district.

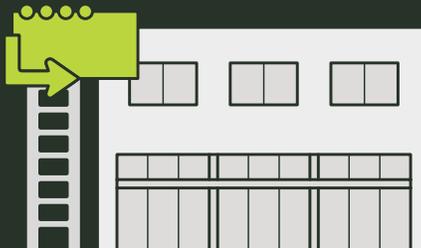
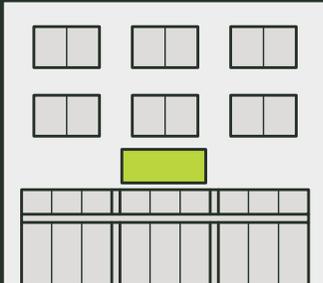
Applications for sign permits shall be filed with the Director of Development Services on forms provided by the Department of Development Services. Any filing fees shall be filed with application.

Approval shall be subject to review and approval or disapproval by staff or the Site Plan Review Committee.

Permits shall be used within one hundred eighty (180) days of issuance, otherwise they shall be null and void.

All signs shall be kept in a well-maintained condition. No sign shall be displayed which, in the judgement of the Director of Development Services, or his or her designee, is not in good repair or maintained in a safe condition. Signs must be kept free from deterioration, defective parts, and peeling paint, and must be able to withstand the wind pressure for which it was originally designed.

WHAT'S YOUR SIGN?



WALL

A building mounted business sign with the face of the sign parallel to the building face

FREESTANDING

A freestanding, vertically oriented sign with integrated support structure

MONUMENT

A freestanding, ground sign with low overall height

ZONE	ALLOWED?		
CNP, CNA, & CNR	Y	N	Y
CCA, CCP, CCR, & CCN	Y	Y	Y
CHW, IL, IM IG, & IP	Y	Y	Y
R1 & R2	N	N	N
R3, R4, & RM	N	N	Y
I, P, & PR	Y	Y	Y
PD RESIDENTIAL & MIXED-USE	Y	N	Y
PD COMMERCIAL & INDUSTRIAL	Y	Y	Y

Y=YES (PERMITTED) N=NO (NOT PERMITTED) PD= PLANNED DEVELOPMENT DISTRICT

**PROJECTING**

A building mounted sign with the faces of the sign perpendicular to the building face

AWNING

A business sign mounted on an awning or projecting canopy

IDENTITY

A building sign for mounted on the top of a wall of buildings four stories or taller

			ALLOWED?	ZONE
Y	Y	Y	Y	CNP, CNA, & CNR
Y	Y	Y	Y	CCA, CCP, CCR, & CCN
Y	Y	Y	Y	CHW, IL, IM IG, & IP
N	Y	Y	Y	R1 & R2
Y	Y	Y	Y	R3, R4, & RM
Y	Y	Y	Y	I, P, & PR
Y	Y	Y	Y	PD RESIDENTIAL & MIXED-USE
Y	Y	Y	Y	PD COMMERCIAL & INDUSTRIAL

WALL SIGN

$$A = X \times Y$$

BUSINESS FRONTAGE

SIGN AREA

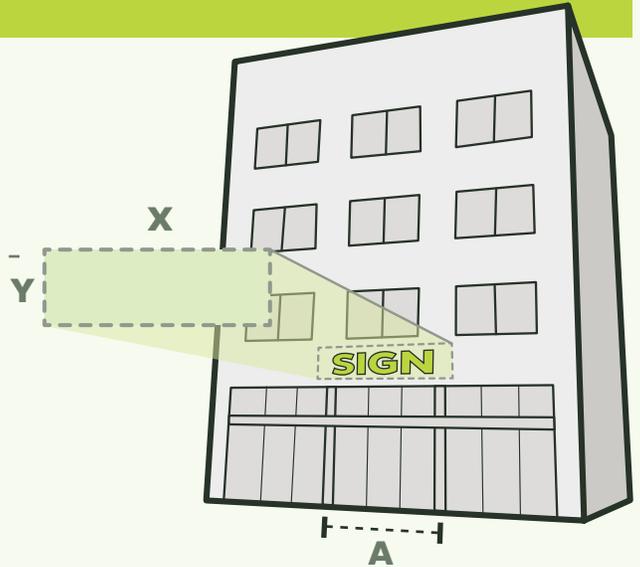
RESIDENTIAL
COLLECTOR
ROADS

< 100

MAJOR/MINOR
ARTERIAL
ROADS

< 250

MAX SQUARE FOOTAGE



IRREGULAR SIGN AREA



ESTABLISH
BASE AREA



SUBTRACT
INSIDE BOX

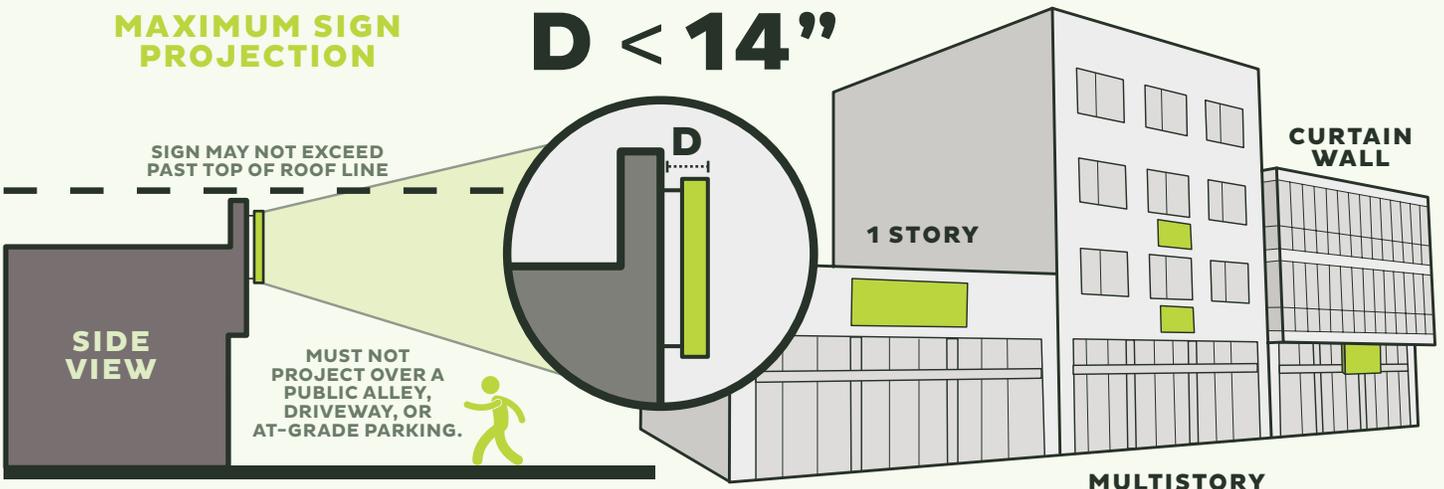


ADD
OUTSIDE BOX

PLACEMENT & PROJECTION

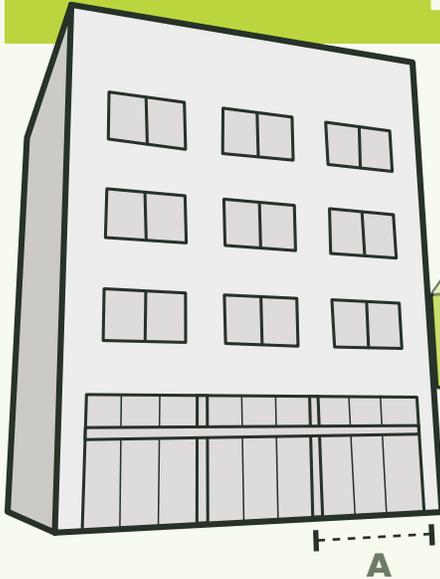
MAXIMUM SIGN
PROJECTION

$D < 14''$



1 STORY Cannot be located above top of parapet **MULTISTORY** Below window sill above first two floors only
CURTAIN No signage above ground floor | No sign shall be located upon an architectural protrusion.

PROJECTING SIGN

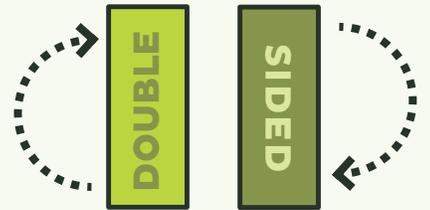


$$A = X \times Y$$

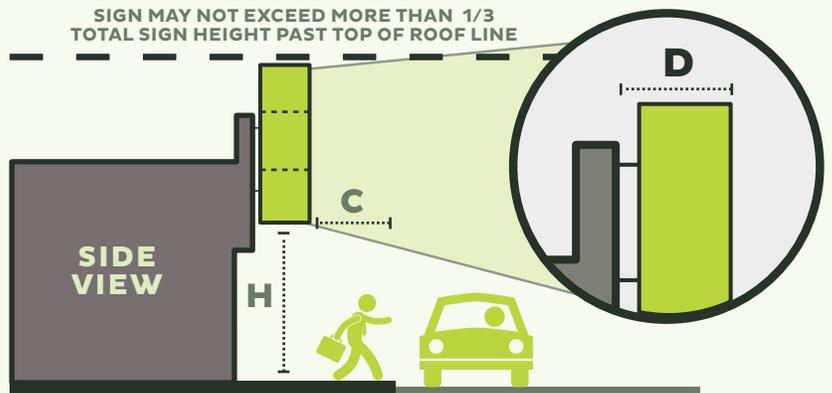
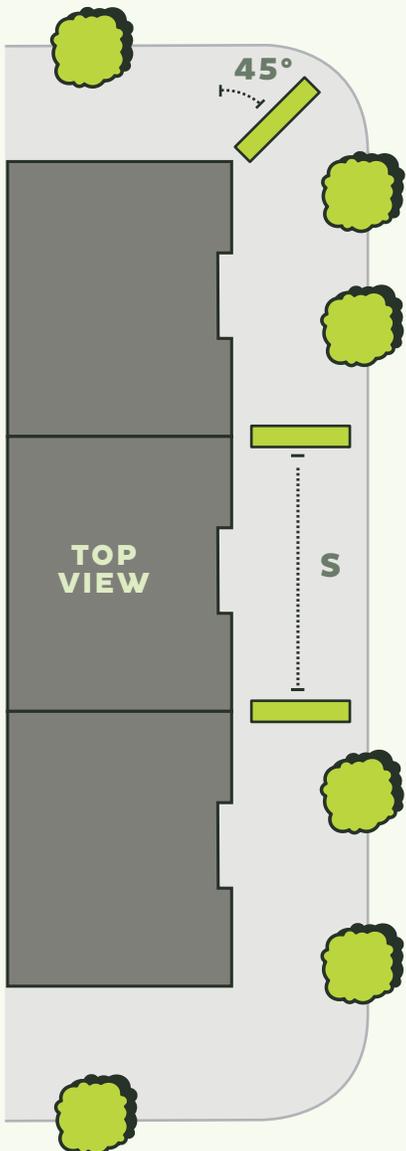
BUSINESS FRONTAGE

SIGN AREA

FOR DOUBLE-SIDED
SIGNS, AREA SHALL
BE TAKEN FROM ONE
SIDE OF THE SIGN ONLY



PLACEMENT & PROJECTION



SIGN MAY NOT EXCEED MORE THAN 1/3
TOTAL SIGN HEIGHT PAST TOP OF ROOF LINE

$$H > 8'$$

PEDESTRIAN CLEARANCE

$$H > 15'$$

VEHICULAR CLEARANCE

CORNER UNITS Projecting sign is encouraged to be located on the corner or face of the building on the street corner, mounted at a 45-degree horizontal angle. **MULTISTORY** Any portion of sign is located above a second floor windowsill line shall be located a distance away from any such window(s) equal to twice the projection of the sign from the wall in which the window is located (glass curtain wall system buildings exempt).

$$S > 25'$$

SEPARATION BETWEEN
PROJECTING SIGNS

$$C > 2'$$

MINIMUM CURB
CLEARANCE

$$D < 4'$$

MAXIMUM SIGN
PROJECTION

MONUMENT SIGN

$$A = X \times Y$$

BUSINESS FRONTAGE

SIGN AREA

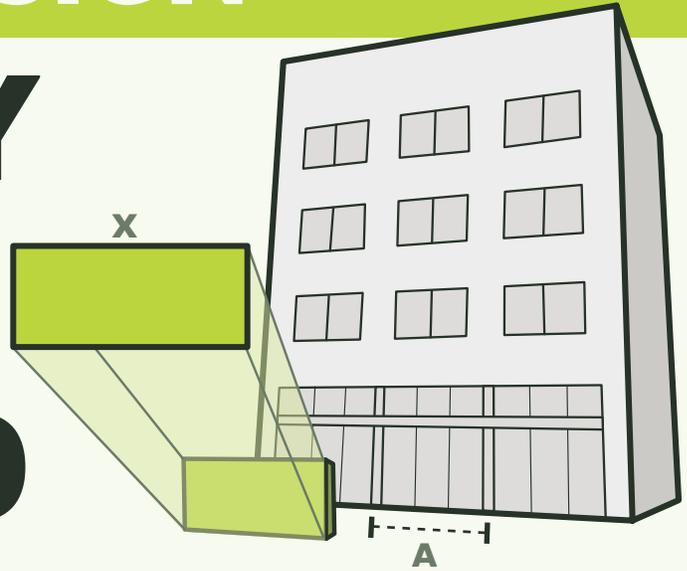
FUEL PRICE SIGN
(GAS STATIONS)

< 15

MONUMENT SIGN

< 100

MAXIMUM SQUARE
FOOTAGE



PLACEMENT & ORIENTATION

$L > 1/3W$

MINIMUM PROPERTY
LINE CLEARANCE

LOT SIZE < 75 FT

$L > 25'$

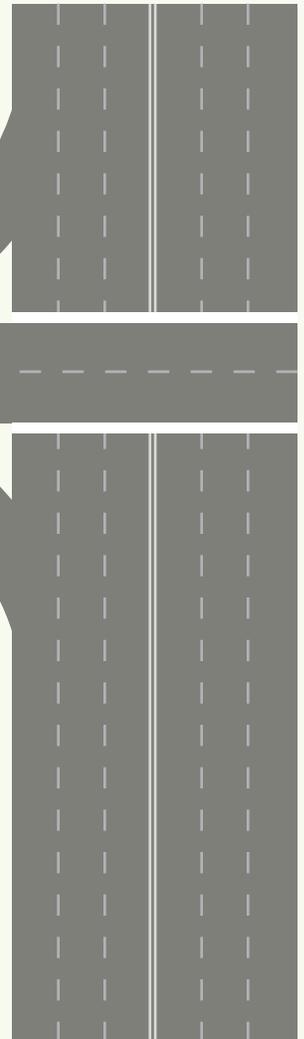
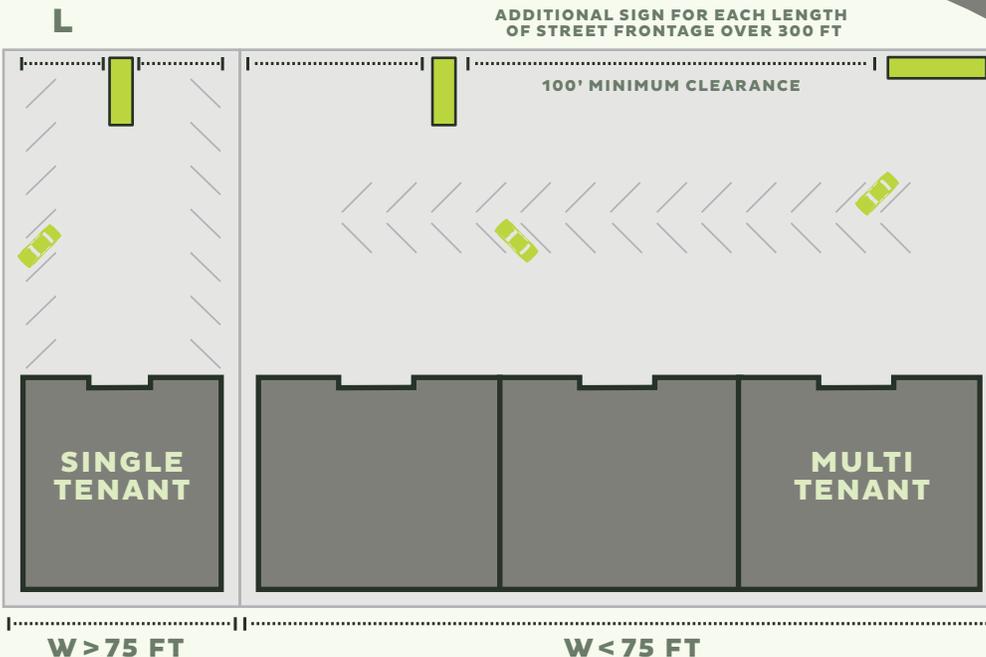
MINIMUM PROPERTY
LINE CLEARANCE

LOT SIZE > 75 FT

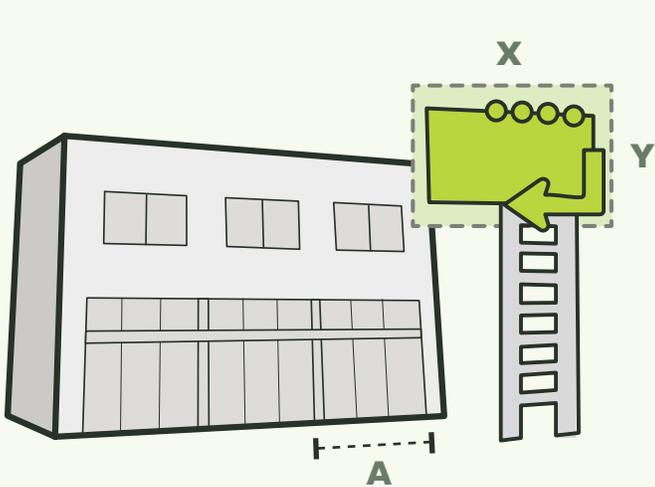
$L > 10'$

MINIMUM PROPERTY
LINE CLEARANCE

FREEWAY ADJACENT



FREE STANDING SIGN



$$A \times 1 = X \times Y$$

BUSINESS FRONTAGE

SIGN AREA

FREEWAY ORIENTED

< 300

NON-FREEWAY ORIENTED

< 150

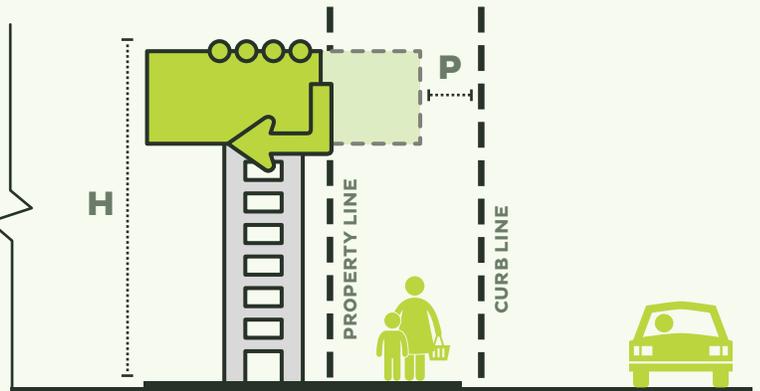
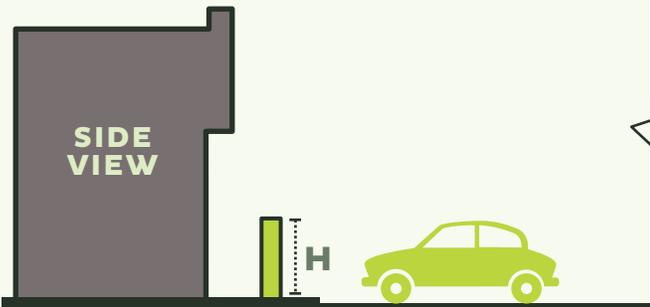
MAXIMUM SQUARE FOOTAGE

HEIGHT

APPROVAL FROM THE DEPARTMENT OF PUBLIC WORKS NEEDED FOR SIGN TO OVERHANG PROPERTY LINE ADJOINING A PUBLIC RIGHT OF WAY.

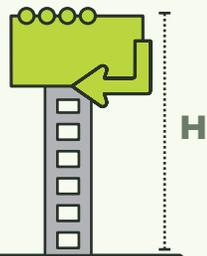
RIGHT-OF-WAY PROJECTION

P < 2'



H < 25'

NON-FREEWAY ORIENTED

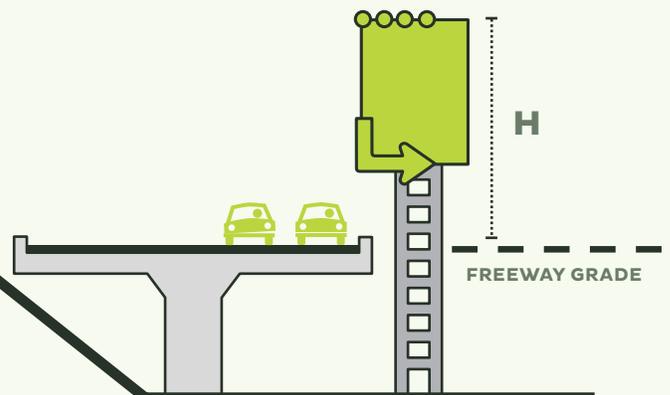


MONUMENT

H < 8'

FUEL PRICE SIGN

H < 12'



FREEWAY ORIENTED

H < 40'

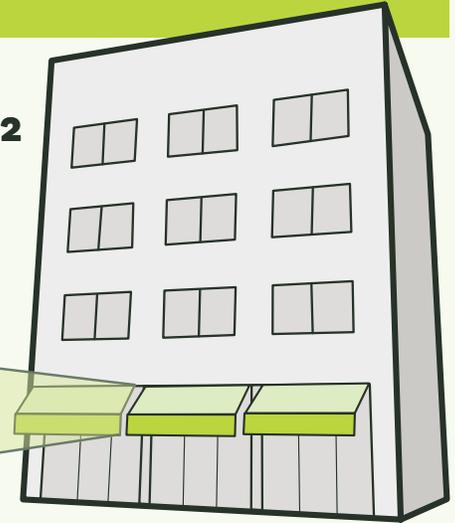
AWNING SIGN

$A = X \times Y$ **40% (A)** **100 ft²**

● **AWNING FACE**

○ **ALLOWABLE SIGN AREA**

● **MAXIMUM SIGN SIZE**



ONLY ONE SIGN PER AWNING OR MARQUEE/CANOPY

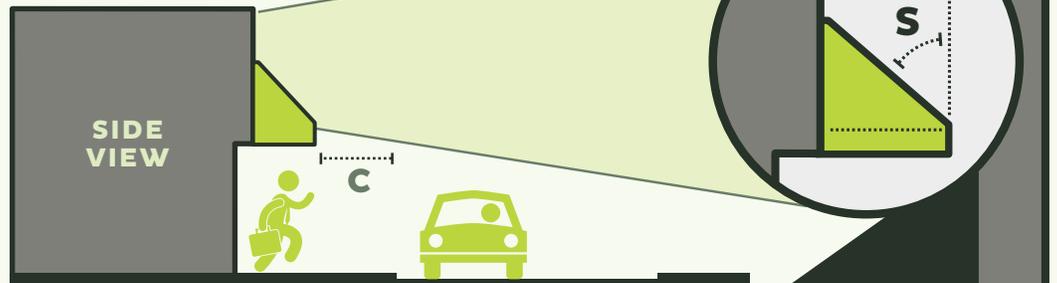


PLACEMENT & ORIENTATION

$S < 60^\circ$

MAXIMUM AWNING SLOPE

SIGN SHALL BE CONTAINED ENTIRELY WITHIN THE PERIMETER OF THE FASCIA OF THE MARQUEE/CANOPY



$C > 2'$

MINIMUM CURB CLEARANCE

8 ft²

MAXIMUM SIGN AREA

$H > 8'$

GRADE CLEARANCE FOR PEDESTRIANS

$H > 15'$

GRADE CLEARANCE FOR VEHICLES

ADDITIONAL UNDER-MOUNTED SIGN MUST BE MOUNTED PERPENDICULAR TO THE BUILDING WALL

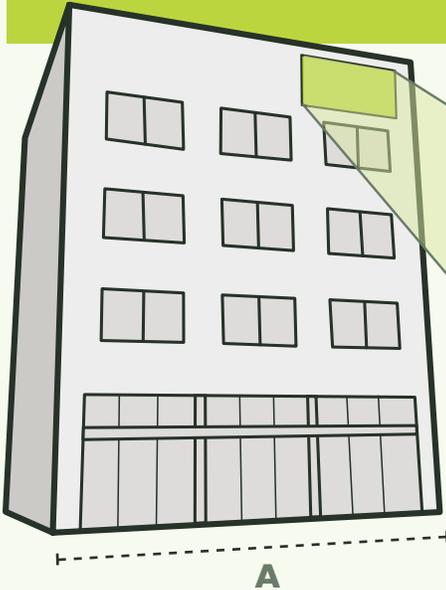


UNDER MOUNTED SIGNS

H



BUILDING ID SIGN



$$A \times 1.5 = X \times Y$$

BUSINESS FRONTAGE

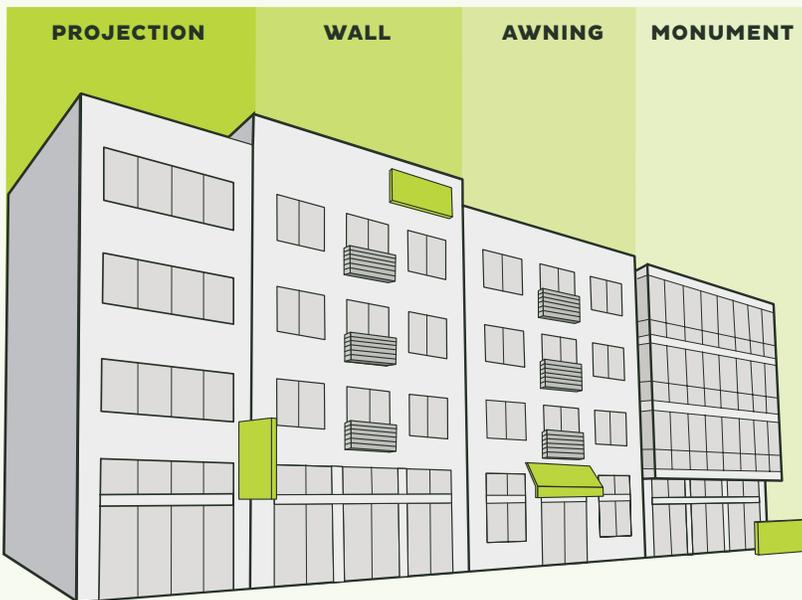
SIGN AREA

< 300

MAXIMUM SQUARE FOOTAGE

IDENTITY SIGNS MAY BE PLACED ON ANY BUILDING THAT IS COMPOSED OF ONE MORE BUSINESSES AND AT LEAST 4 STORIES HIGH.

MULTIFAMILY RESIDENTIAL



AWNING The identification sign shall comply with all applicable awning or marquee/canopy sign provisions chapter.

WALL The total area shall not exceed 20% of the signable area, nor more than 5% of the building face.

MONUMENT The total sign area shall not exceed 27 square feet and the maximum height above grade shall not exceed 4ft.

PROJECTING The total sign area shall not exceed 27 square feet.

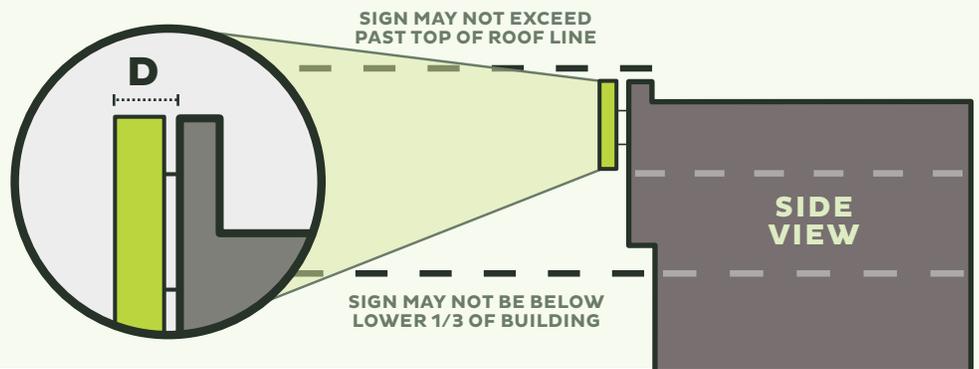
ALL SIGNS MUST COMPLY WITH ALL OTHER APPLICABLE SIGN PROVISIONS OF THIS ORDINANCE

PLACEMENT & PROJECTION

D < 4'

MAXIMUM SIGN PROJECTION

DEPARTMENT OF PUBLIC WORKS APPROVAL NEEDED FOR SIGN TO PROJECT INTO PUBLIC RIGHT OF WAY .



SIDE VIEW

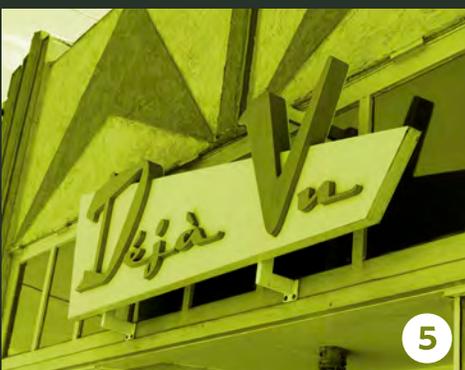
APPENDIX

The following standards shall apply to the design of all types:

- A** Signs should be consistent with and complement the overall design and identity of the building, including the architecture and landscaping.
- B** If more than one sign type is necessary on a single façade, all signs shall be scaled in a clear hierarchy and shall address different viewer orientations and audiences.
- C** Buildings with multiple tenants or storefronts shall use the same sign strategy at every entrance, storefront, or tenant suite, in order to reduce sign confusion and present an organized visual environment.
- D** If multiple tenants are listed on a single sign, the size and the typeface of tenant names shall be kept consistent.
- E** For sites with several buildings, or buildings that are part of an industrial, business, or institutional campus, sign consistency shall be ensured through the following:
 - Signs shall be visible from the public rights-of-way bounding the site, and shall communicate the necessary information clearly.
 - Since campuses may house multiple tenants of differing types, the design identity of signs shall be capable of incorporating an array of styles and typefaces for the differing names and logos. However, the size of tenant names, logos, and color palettes shall be consistent with each other.
- F** Pedestrian-oriented signs are encouraged. Signs shall be scaled appropriately, including window signs, projecting signs, directory signs, and other pedestrian-oriented signs.
- G** Illumination should be used to accent signs, consistent with the building's character. Trespass of light and glare from sign illumination onto any adjacent dwelling units or other property, whether residential or nonresidential, is strictly prohibited.
- H** Signs and wayfinding features shall be incorporated with public art or placemaking objects where possible.
- I** Placement of signs in the public right-of-way should be uniform and designed at the correct scale for the intended reader, for both motorists and pedestrians.

SIGN EXAMPLES

- 1** Printed fascia awning sign
- 2** Plastic faced foam letter wall sign
- 3** Externally illuminated freestanding sign
- 4** Exposed neon tube painted wall sign
- 5** Painted wooden wall sign with custom die cut
- 6** Internally Illuminated Monument Sign





APPENDIX

CHANNEL

NEON

CABINET SIGNS

PUSHED CABINET

RACEWAY

FOAM LETTERS

SPECIFIC DESIGN

COPY No major, special major, or minor sign shall display prices for products or services. In addition to other permitted sign copy, up to three square feet of the allowable wall sign area may be used to display contact information for the on-premises establishment where the sign is located.

CONSTRUCTION Signs shall be constructed of high-quality, durable materials and shall be of a permanent nature.

LETTER TYPES Signs that consist of individual channel letters are strongly preferred. Exposed raceways are prohibited unless necessitated by structural considerations. Foam letter signs are strongly discouraged. Foam letters must be faced with a material such as plastic or metal. Un-faced foam letters are prohibited.

CABINETS **A** New cabinet signs are strongly discouraged, except in the case of unusually shaped signs or logos that would be onerous to render in channel letter form.

B Existing cabinet signs may continue to be used and maintained, subject to the regulations of this Chapter. However, upon replacement of the sign face or copy, use of a push-through cabinet sign face shall be required.

FREESTANDING **A** Freestanding signs should be architectural in nature. The slab-monolith type is encouraged or alternately a slab with an architectural base, middle, and capital; other architectural designs can be acceptable also.

B If a freestanding sign is not a slab-type, its support shall be at least half the width of the sign portion and shall be enclosed in an interesting architectural element that complements the sign structure and adjacent building(s).

FLAT WALL Wall signs consisting of copy that is painted or otherwise applied or rendered, with no surface relief, onto a background affixed to the building wall shall not be permitted, unless approved through the Creative Sign Permit process.

SIGN EXAMPLES

- 1 Exposed incandescent Projecting Blade Sign
- 2 Channel Letter exposed raceway wall sign
- 3 Externally illuminated painted wooden wall sign with printed fascia awning sign
- 4 Carved and painted wooden blade sign
- 5 Internally illuminated Channel Letter wall sign
- 6 Hand painted wall sign



LONG BEACH DEVELOPMENT SERVICES

333 W. OCEAN BLVD 3RD FLOOR LONG BEACH, CA 90802

THIS INFORMATION IS AVAILABLE IN AN ALTERNATIVE
FORMAT BY REQUEST TO MEG RAU AT 562.570.7744

FOR AN ELECTRONIC VERSION
OF THIS BROCHURE, VISIT OUR WEBSITE
LBDS.INFO

A stylized, dark grey city skyline with various building silhouettes. The buildings are simplified, with some having grid patterns representing windows. The background is a solid dark green color.

INC

SHO