

FOR OFFICE USE ONLY:
Approved: _____.
Denied: _____.
Days Remaining: _____.

CITY OF LOS ALAMITOS

COMMUNITY DEVELOPMENT DEPARTMENT Application for Temporary Sign Permit

All Applications must include a colored sketch with accurate dimensions of the temporary sign(s) in question.

Name of Business: _____

Address: _____

Owner / Applicant: _____

Telephone Number: _____

Temporary Sign Permit

Calendar Year Permit

Grand Opening/Liquidation Permit (45 Days max.)

Time Period for Use of Sign: From: _____ To: _____

Proposed Signage(Quantity and Size)

Banners: _____

- Building Street Frontage: _____
- Store Frontage (For multi-tenant centers): _____
- Location of Signage: _____
(Sign must be attached to building/tenant suite which they are intended to advertise. If necessary sketch below or attach sketch.)

Sketch of Sign(s): _____ (Note: Please review Temporary Sign Regulations on reverse side and provide a schedule of banner changeout dates for Calendar Year Permits)

Applicant's Signature

Date

17.28.120 Temporary signs.

The purpose of this section is to permit and regulate the use of temporary signs for profit and nonprofit organizations. Banners, pennants and other similar temporary signs, as defined in this chapter, used to promote or advertise special events, civic activities, grand openings, and special sales are allowed when erected in an approved location only upon obtaining a temporary sign permit, and, where applicable, an encroachment permit. Applications for temporary sign permits shall be filed on forms furnished by the department and shall be subject to the standards in this section:

- A. Temporary Sign Permit. A temporary sign permit shall be submitted for review and approval by the director subject to the standards listed below. If approved, a temporary sign permit shall be issued including the expiration date.
- B. Standards.
 1. A business may be granted a permit to display on-site temporary signs for a maximum of ninety (90) days within a twelve (12)-month period. This can be accrued in multiple or consecutive days up to ninety (90) days.
 2. Total temporary signs shall not exceed a total aggregate area of more than one square foot per lineal foot of building frontage on a public street, and shall not exceed a total aggregate area of thirty-two (32) square feet. Building sites with one hundred (100) lineal feet of frontage or more on a public street may be allowed an aggregate area of temporary signs not to exceed fifty (50) square feet. Tenants or sites with less than twenty-four (24) linear feet of building frontage may be allowed twenty-four (24) square feet by right. Individual tenants within a center may be allowed a total aggregate area of one square foot per lineal foot of store frontage at the main entrance, which shall not exceed twenty-four (24) square feet.
 3. One temporary sign only, per street frontage, is allowed for each business. In no case shall a temporary sign obstruct an adjacent sign.
 4. Temporary signs shall be erected or placed only upon the site in which they are intended to advertise. Off-site temporary signs shall not be allowed, except as provided in subsection D (Grand Opening/Liquidation) of this section.
 5. Pennants and flags proposed in conjunction with the use of a banner shall be limited in size and number subject to the discretion of the director.

6. Temporary signs shall complement rather than detract from the site and permanent signage.

C. Calendar Year Permit.

1. Businesses may apply to the director for a calendar year permit. If the director approves the permit, the use of one temporary sign shall only be allowed for up to thirty (30) days. Afterwards, a new temporary sign shall be used for each new event. In no event shall the same temporary sign be used consecutively. The applicant shall request a temporary sign for each event.

2. The director may revoke or disapprove a year long temporary sign permit in the event that the sign is not removed in a timely manner or is not appropriately maintained. A banner approved under a calendar year temporary permit shall conform to subsections (B)(1) through (6) (Standards) of this section.

D. Grand Opening/Liquidation. On-site grand opening or liquidation sale banners in connection with a new business, a major remodel, new ownership, or closure of a business may be allowed and approved by the director, subject to the provisions listed below. If approved, a temporary sign permit shall be issued including the expiration date.

1. Banners, pennants and flags shall be allowed for a period not to exceed forty-five (45) days.

2. Banners, pennants, and flags shall not exceed a total aggregate area of more than one square foot per lineal foot of building frontage on a public street; the banners, pennants, and flags shall not exceed an aggregate area of thirty-two (32) square feet.

3. Copy shall be limited to typical announcements (e.g., "Going Out Of Business Sale," "Liquidation Sale," "Grand Opening," or similar wording).

E. Nonprofit Organizations. Temporary signs advertising a special event, on or off-site, including civic, public, religious, educational, or philanthropic events, may be granted a temporary sign permit for no longer than thirty (30) days per occurrence unless extended by the director. Temporary banners, pennants, and flags shall be appropriate for the event and shall not have an adverse affect on adjacent land uses. Copy of signage may contain names, logos, or corporate sponsors but the names, logos, or corporate sponsors may not exceed one-fourth of the aggregate area of signage. Sign area, specific locations, colors, and materials shall be submitted for review by the director. If approved, a temporary sign permit shall be issued including the expiration date. (Ord. 688 § 1 (part), 2006)