



**This summary of commercial sign regulations pertains to temporary banners, window signs, and advertising displays. For specific information and guidelines, please contact the Development Services Department at (626) 574-5423.**

**TEMPORARY BANNERS**

A temporary banner is a sign constructed of pliable materials such as canvas, fabric, vinyl plastic or similar materials which will withstand exposure to wind and rain without significant deterioration, and which does not require a building permit for its construction, or installation outside of a building.

A maximum of two (2) temporary banners, at any one (1) time, may be permitted for each business.

A temporary banner shall not be displayed more than sixty (60) cumulative days in any one (1) calendar year for any single display period not to exceed a maximum of thirty (30) continuous days per year, with a minimum of two (2) weeks interval between times during which the banner is displayed.

The maximum total surface area of temporary banner(s), for each business, shall not exceed thirty-two (32) square feet.

Temporary banners for events or activities sponsored by non-profit organizations may be authorized for an additional thirty (30) cumulative days in any one (1) calendar year.

Any portion of the day in which a banner is displayed shall be counted as one (1) full day.

**WINDOW SIGNS**

Window signs include signs painted on the glazed area (including glazed doors) or affixed to the inside surface of the glazed area, or are located in such a manner as to be visible through the glazed area and which are located within twenty-four inches (24") of said glazed area. No sign shall be permitted to be located on the outside surface of the glazed area except for painted window signs. The total area of window signs in any one (1) wall shall not exceed twenty-five percent (25%) of the window area of that wall provided that the total area of directly lighted window signs shall not exceed ten percent (10%) of said window area.

**OUTDOOR DISPLAYS**

Outdoor displays shall be allowed provided they do not interfere with pedestrian movement or wheelchair access to, through and around the site. Outdoor displays shall not include merchandise typically for sale on the premises except for florist and antique



shops. Sales tags showing the cost of said merchandise shall be prohibited.

A minimum access width of five (5) feet shall be maintained along all sidewalks and building entrances accessible to the public.

Owners of said business shall provide public liability insurance in an amount approved by the City Attorney.

Temporary outdoor sales/promotional events may be allowed on the public right-of-way through the approval of a permit as set forth in Section 6324.18.5 (Sidewalk Sales).

The placement and arrangement of outdoor displays shall be subject to the review and approval of the Development Services Department.

**PROMOTIONAL SALES AND ADVERTISING DEVICES**

The following regulations shall be followed whenever promotional devices are used:

Limited to no more than twenty (20) days within a ninety (90) day period. The use of permanent promotional displays (e.g., window signs and banners) is prohibited. Temporary window signs should not cover more than thirty percent (30%) of the window area including any existing permanent window signs. Banner signs shall not cover any portions of windows or doors.

Nonmetallic balloons shall be allowed provided:

- They do not exceed twelve (12) inches in diameter and extend above the roofline of the building or extend beyond the portion of the building leased by the business
- They do not obstruct pedestrian or vehicular visibility
- They do not overhang onto adjacent sidewalks, streets or other properties
- Said balloons are maintained in good condition at all times, with damaged or deflated balloons being promptly removed
- That they are not displayed more than sixty (60) cumulative days per year

No temporary promotional device shall be placed upon the public sidewalk or other public right-of-way and not be attached to any utility pole, traffic signal/sign, tree, or other similar objects located within the public right-of-way.