



**CITY OF HERMOSA BEACH**  
**COMMUNITY DEVELOPMENT DEPARTMENT**  
 1315 Valley Drive, Hermosa Beach, CA 90254 (310) 318-0242

**TEMPORARY SIGN(S) - APPLICATION AND PERMIT**

*Businesses are allowed to display one or more temporary banners for up to 90 days in a calendar year. The 90 day period is the total of all banners and grand opening signs. Banners must be displayed on private property only, and not within the public right-of-way encroachment areas (e.g. Pier Plaza outdoor dining areas).*

*Window signs of less than 10 square feet **do not** require a permit.*

*The total area for one or more temporary signs shall not exceed 40% of the allowable area for permanent signs; except: temporary sign(s) totaling 20 sq. ft. in area are allowed; and no sign shall exceed 100 sq. ft of area. This **does not** apply to grand opening signs.*

APPLICANT: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL (OPTIONAL): \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

MAILING ADDRESS (If Different from Above): \_\_\_\_\_

SIGN CONTRACTOR: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL (OPTIONAL): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

DIMENSIONS OF EACH SIGN: \_\_\_\_\_ x \_\_\_\_\_ / \_\_\_\_\_ x \_\_\_\_\_

1. **Submit the required fees of \$86** (\$80 application fee + \$6 Records Technology System) payable to City of Hermosa Beach
2. Sketch the requested temporary sign and the wording and/or logos on said sign(s).
3. Specify the type, location and approximate height above grade of each proposed sign. For grand openings, flags, pennants and balloons may be considered if specified.
4. Date to be installed: \_\_\_\_\_ To be removed: \_\_\_\_\_
5. Any additional dates in calendar year for display of signs to be included in this permit: \_\_\_\_\_

**FOR OFFICIAL USE ONLY:** Permit No. \_\_\_\_\_ Fee Paid \_\_\_\_\_ Date \_\_\_\_\_

Allowable Permanent Signage: \_\_\_\_\_ X 40% = Allowable Temporary Signage: \_\_\_\_\_  
 (Not to exceed 100 sq. ft.)

**APPROVED:** \_\_\_\_\_ **DENIED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**CONDITIONS:**

**SIGN SHALL BE REMOVED BY** \_\_\_\_\_