



Date:	_____
Permit #:	_____
Fees Paid:	_____

## Portable A-Frame Sign Permit Application

**City of Hermosa Beach**  
 Community Development Department  
 1315 Valley Drive, Hermosa Beach, CA 90254  
 Phone: 310-318-0242

**New Application Fee: \$150**  
**Annual Renewal Fee: \$90**  
**Encroachment Permit Fee (if required): \$272.85 (\$255 + \$17.85 Records Technology System)**

**Portable A-Frame Sign Permit is valid for ONE YEAR and must be renewed annually**

Issue Date: \_\_\_\_\_

### Business Information

ADDRESS OF SIGN LOCATION:
NAME OF BUSINESS:
BUSINESS HOURS OF A-FRAME SIGN TO BE DISPLAYED:
<small>(Portable A-frame signs shall be displayed only during the hours of operation of the business being advertised, but in no case later than 10:00 pm or earlier than 4:00am. Section 17.50.220 C5)</small>

### Applicant's Contact Information

Name:
Mailing Address:
Phone:
Email:

### Contractor's Contact Information

Contractor DBA:
Address:
Phone:
Email:

### Description of Proposed Sign:


### Sign Dimensions (Please see Page 4 for reference)

Width of Sign (minimum 18 in., maximum 24 in.)	
Height of Sign (minimum 28 in., maximum 42 in.)	
Breadth of Sign (minimum 24 in., maximum 30 in.) See Page 3, Drawing #2	

### Sign Material

Face	<input type="checkbox"/> Plastic <input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other: _____
Frame	<input type="checkbox"/> Plastic <input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other: _____
Support/Hinges/Locking Arm	<input type="checkbox"/> Plastic <input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other: _____

**Please answer the following questions:**

1. Is the A-frame sign single faced or double faced?  Single Faced  Double Faced
2. Does the A-frame sign include reflective material?  Yes  No
3. Is the A-frame sign illuminated?  Yes  No
4. Does the A-frame sign include audio effects?  Yes  No
5. Does the A-frame sign include neon lights?  Yes  No
6. Does the A-frame sign contain any attachments?  Yes  No

**If YES**, what attachments are on the A-Frame sign?

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7. Does your business/location have an existing and permitted A-frame sign?  
 Yes  No

**If YES**, how many A-frame signs does your business/location have?

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8. Is your business/location located within a shopping center?  Yes  No

**Location of Sign:**

(No portion of a portable A-frame signs shall be located within a landscape planter, and no portion shall block building entrances/exits, parking spaces or traffic lanes. **Section 17.50.220C(4)**. In addition, shall comply with requirements of Chapter 11 of the California Building Code regarding ADA)

1. Where is proposed sign to be located?
- 

2. Where is the sign to be located?

- Private Property
- Public Right-of-Way
- Both Private Property and Public Right-of-Way

3. Is there an existing A-Frame located near your proposed location of A-Frame sign?

- Yes  No

**If YES**, please answer the following:

Is the existing A-Frame sign located a minimum of 15 feet away from your proposed A-Frame sign location? (Portable A-Frame signs shall be spaced a minimum of 15 feet from all other permitted portable A-Frame signs per Section 17.50.220)

- Yes  No

**Required Attachments**

- A-Frame Sign Permit Application
- Site Plan (see sample on Page 4)
- Portable A-Frame-Drawing (see sample on Page 4)

**Additional Attachments Required if Portable A-Frame Sign is located in Public Right-of-Way**

- Certificate of Insurance for **\$1,000,000 (one million dollars)** shall be provided if Portable A-Frame Sign is located in the Public Right-of-Way showing the City of Hermosa Beach as an additional insured. Insurance **MUST** be maintained for the entire duration of the permit time or permit may be voided.
- Encroachment Permit from Public Works if Portable A-Frame Sign is located in Public Right-of-Way (Planning Department will obtain this permit for applicant if required.)

**Certificate of Insurance (Required if located in Public Right-of-Way)**

Unless greater or lesser coverage is requested, applicant agrees to furnish the City of Hermosa Beach evidence of **\$1 million** comprehensive general liability insurance in the form of a certificate, including endorsement, covering the entire period of this permit, naming the City of Hermosa Beach, its officers, agents and employees as additionally insured. Permittee waives claims against the City of Hermosa Beach, its officers, agents and employees.

**Applicant's Signature**

Statement of Conformity: As undersigned or authorized agent of the owner, I am applying for all construction specialty permits required to construct the project as described in this application. I agree to do the described work according to the attached plans and specifications and understand that the work is to be done in accordance with the Ordinances of City of Hermosa Beach and the California Building Code regarding ADA. By signing this permit application, I hereby affirm that I have read and understand the City of Hermosa Beach Code Municipal Code, Section 17.50-Signs and further affirm that the information provided in this application is correct and complete.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Property Owner's Signature**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sample A-Frame Sign Drawings

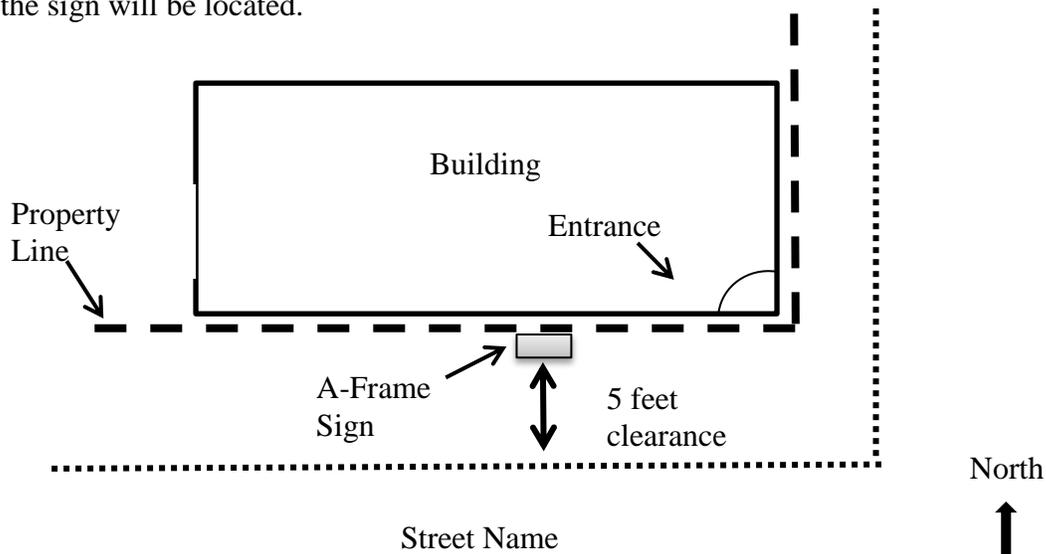
Please use these sample sketches to create your Sketch #1 and Sketch #2.

**The following shall be included in the sketches:**

- Pedestrian Walkway: For an A-frame sign to be placed on public right-of-way on sidewalks along commercial frontages on Pier Avenue (but not Pier Plaza), Hermosa Avenue, Artesia Blvd, Aviation Blvd., there must be a minimum sidewalk clearance of 5 feet from the sign to the curb, fire hydrant, garbage bins, trees, street poles, and other street furnishings. This minimum is to ensure that pedestrian traffic is not blocked by the A-frame sign.
- Show property lines, street/alley names, north arrow.
- Sketches can be hand drawn, but must provide dimension lines.

### Drawing #1-The Site Plan

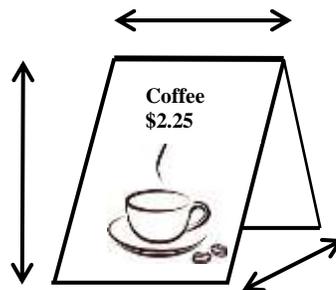
Show where the sign will be located.



### Drawing #2-Portable A-Frame Sign

Show the advertisement on the A-frame sign such as text, logo, etc.

**Height:**  
Minimum=28 inches  
Maximum=42 inches



**Width:**  
Minimum=18 inches  
Maximum=24 inches

**Breadth**  
Minimum=24 inches  
Maximum=30 inches

## PORTABLE A-FRAME SIGN REQUIREMENTS

### APPLICATION

1. A temporary sign permit under Section 17.50.210 and a corresponding application fee in an amount set by City Council resolution shall be required for all portable A-frame signs. The temporary sign permit for an A-frame sign shall be valid for a period of up to 12 months. In addition, an encroachment permit under Chapter 12.16 shall be required for all portable A-frame signs located within a public right-of-way.
2. Prior to the placement of a portable A-frame sign within a public right-of-way, the business placing the sign shall provide verification of an insurance rider with the City of Hermosa Beach in the amount of \$1,000,000 to the satisfaction of the Community Development Director.
3. Authorized portable A-frame signs that meet the requirements of this Section shall have affixed a tag issued by the Community Development Department documenting the authorized status of the sign. Unauthorized signs may be removed without notice and shall be returned to the owner upon compliance with the requirements in this Section.

### DESIGN and CONSTRUCTION

1. Be a minimum of 28 inches tall and minimum 18 inches wide, a maximum of 42 inches tall and maximum 24 inches wide, and a minimum and maximum base spread of 24 to 30 inches;
2. Consist of sturdy materials appropriate to the outdoor environment, be designed to withstand wind to the satisfaction of the Community Development Director or designee and have a locking arm or other device to stabilize the structure;
3. Contain information and advertising for the business placing the sign only and shall not contain any endorsement or logos for any other businesses.
4. Have a professionally designed appearance and shall not include: animation, digital design, internal illumination, use of reflective materials or other materials creating excessive glare, use of attachments, use of audio effects, or use or projections upon the sign; and
5. Not impede sidewalk access for the disabled as required under Chapter 11 of the California Building Code governing compliance with the ADA (Americans with Disability Act).

### LOCATION

1. Portable A-frame signs shall be allowed on private property and/or within the public right-of-way on sidewalks along commercial frontages except Pier Plaza, and shall be located abutting the building, or abutting the curb of the street, or abutting a landscape planter which is located between the curb and the sidewalk, and shall be located within the building street frontage of the business. A minimum sidewalk clearance of five feet shall be maintained for pedestrian passage.
2. A maximum of one portable A-frame sign shall be allowed per business. Portable A-frame signs shall be spaced a minimum of 15 feet from all other permitted portable A-frame signs. The total number of such signs on one parcel or for one shopping center shall not exceed one sign per 25 lineal feet of street frontage where buildings are within 2 feet of the sidewalk, one per 50 lineal feet of street frontage where buildings are not within 2 feet of the sidewalk, or one per 4 businesses, whichever is less.
3. Portable A-frame signs shall comply with Section 17.46.060 Vision clearance – corner lots.
4. No portion of a portable A-frame signs shall be located within a landscape planter, and no portion shall block building entrances/exits, parking spaces or traffic lanes, or impede access to benches, bicycle racks, mail boxes, fire hydrants garbage bins, utility poles or other permanent street furnishings and appurtenances.
5. Portable A-frame signs shall be displayed only during the hours of operation of the business being advertised, but in no case later than 10:00 p.m. or earlier than 4:00 a.m.

### COMMODITY IDENTIFICATION

1. Percent of allowable sign are which may be used for commodity identification:
  - Commodity equal to less than 10 percent of business...10 percent
  - Commodity equal to 10 percent to 50 percent of business...25 percent
  - Commodity equal to more than 50 percent of business...75 percent
  - Commodity identification for beverages sold by restaurants and markets...10 percent

**\*Please see Hermosa Beach's Municipal Code Chapter 17.50 Signs for full code sections pertaining to Portable A-Frame Signs**

# Portable A-Frame Signs

## Acceptable Sign



## Unacceptable Sign



Commodity identification for beverages sold by restaurants/markets exceeds 10%.



No balloons on sign.



No attachments on sign.

## Acceptable Sign



## Unacceptable Sign



No water based signs.



No wired frames.



No projecting metal legs on sign.

Staff Use Only:

**PLANNING STAFF**

**Required Documents:**

- Application    Site Plan    A-Frame Drawing
- Certificate of Insurance (if located in Public Right-of-Way)
- Encroachment Permit from Public Works (if located in Public Right-of-Way)

**Sign Dimensions**

Width of Sign (minimum 18 in., maximum 24 in.)	
Height of Sign (minimum 28 in., maximum 42 in.)	
Breadth of Sign (minimum 24 in., maximum 30 in.)	

**Sign Material**

Face	<input type="checkbox"/> Plastic <input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other: _____
Frame	<input type="checkbox"/> Plastic <input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other: _____
Support/Hinges/Locking Arm	<input type="checkbox"/> Plastic <input type="checkbox"/> Wood <input type="checkbox"/> Metal <input type="checkbox"/> Other: _____

**Location of Sign**

Property Type:	<input type="checkbox"/> Private property <input type="checkbox"/> Public Right-of-Way <input type="checkbox"/> On both private and public right-of-way
Type of Building:	<input type="checkbox"/> Single Building with one tenant <input type="checkbox"/> Multi-tenant/Multi-story with multiple tenants

**Existing A-Frame Sign near proposed location:**

1. Is there an existing A-Frame near proposed location? If so, how many A-Frame sign(s)?  
 NA    1    2    Other: \_\_\_\_\_
2. Distance (feet) between proposed A-Frame signs and existing A-Frame sign(s) is a minimum of 15 feet?  
 NA    Yes    No

**Clearance and Obstructions**

Pedestrian Walkway Clearance of 5 feet is met:	<input type="checkbox"/> Yes <input type="checkbox"/> No
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**Approved By:**

_____	_____
Staff Signature	Date