



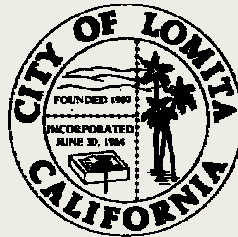
FOR MORE INFORMATION CONTACT THE  
COMMUNITY DEVELOPMENT DEPARTMENT,  
PLANNING DIVISION

A banner sign is any cloth, plastic, paper or similar lightweight material used for advertising purposes mounted to a structure, pole, line, vehicle, any framing or tree.

## Banner Signs Defined

A banner sign is considered a temporary sign. Temporary signs are signs constructed of cloth, vinyl, canvas, light fabric, paper, cardboard, wallboard, or other light material with or without frame, intended to be displayed or used for a short period of time.

- Banners
- Portable signs
- Snipe signs
- Political signs
- Construction and real estate signs
- Certain window signs
- Signs of similar nature



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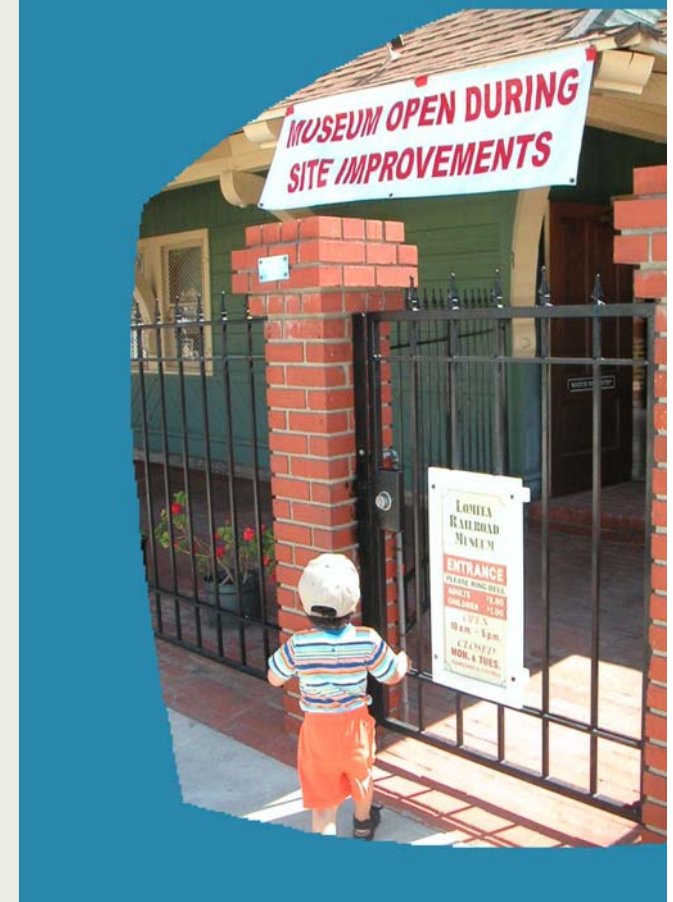
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## Guidelines for Banner Signs in Lomita's Commercial Zones



The intent and purpose of these design guidelines are to discourage indiscriminate and unregulated erection and maintenance of signs and other visual media which tend to create a garish, gaudy, and unsafe atmosphere and which tend to be out of harmony with the goals and objectives of the community.

## Banner Signs in Lomita's Commercial Zones

### PERMIT REQUIRED

The use of temporary banner signs is permitted in all Commercial zones in the City of Lomita subject to the approval of a sign permit and the following requirements.

### SUBMITTAL REQUIREMENTS

A site plan showing the location of the proposed temporary banner sign, as well as colored elevations representing size, dimensions and the graphic design of the sign must be presented along with the \$36 sign review fee. The proposed display dates for the temporary banner sign must also be included on the application material.

### ONE BANNER PER BUSINESS

One temporary promotional banner sign advertising a product, new business, new management, sale or grand opening may be displayed per business.

### LOCATION & PLACEMENT

- All banner signs shall be mounted on the wall of the building.
- They shall be limited to the height of the building to which they are attached or which they are advertising.
- Banner signs shall not be located off-site or advertise a business, product, real estate, events, construction or any other item located off site.
- Banner signs may be not be located on the public right-of-way.

### MAXIMUM SIGN AREA

Such sign shall not exceed thirty-two (32) square feet in size; shall be mounted on the face of the building, shall not occupy a portion of other business nor be placed off-site or above the roof line.

No single banner shall exceed twenty-four (24) square feet in area in the Downtown-Commercial (D-C) Zone.

### SIGN MAINTENANCE

Banner signs are to be maintained in a neat, orderly fashion so as not to constitute an unsightly appearance or a public nuisance. Signs shall be constructed of durable, weather resistant materials and be professional in appearance in a manner meeting the approval of the Planning Division.

### 120 DAY TIME LIMIT

Banners may be displayed up to one hundred twenty (120) days per calendar year, but no longer than sixty (60) consecutive days at any one time, and a minimum of thirty (30) days shall pass before the next time the banner is displayed.

### NO TIME EXTENSIONS

There shall be no extensions granted past the one hundred twenty (120) days.

### BUSINESSES HAVING TWO FRONTAGES

Businesses having two frontages may place two banner signs, one for each frontage, not to exceed a total of forty-eight (48) square feet of combined area. However, neither one of the banners may exceed thirty-two (32) square feet in area.

### CONSTRUCTION BANNERS

Construction banner signs may be freestanding and may remain on the property for one (1) year. Said sign(s) shall be removed prior to the issuance of an occupancy permit.

### REAL ESTATE BANNERS

- Real estate banner signs may remain on the property for 120 days per calendar year. Should additional time be required, the applicant shall request an extension in writing to the Planning Division.
- Said signs shall be removed within ten (10) days of sale, lease or rental.

In order to safeguard the public health, safety and general welfare of the citizens of the City of Lomita, these design guidelines assist in:

- Assuring that all signs are designed, erected and maintained in a manner to enhance, rather than detract from, the ultimate design and appearance of the City of Lomita.
- Protecting the public safety by prohibiting the installation and maintenance of signs which distract motorists' attention from traffic signs and signals.
- Programming for the orderly removal and replacement of unused signs which tend to have a detrimental effect upon the physical, social, and economic well-being of a community.



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