



Sign Code Information Guide for Santa Monica Businesses (Except 3rd Street Promenade Area)

Permitted Signs* | Administrative Design Review Approval (ARB) Required

Permanent Window Signs



Ground Signs



Awning Signs



Statues



Light Bulb Strings



Wall Signs



Hand Painted Signs



Projecting Signs



Marquee Signs



Cabinet Signs



Cabinet Signs are limited to a Maximum size of 4 Square Feet

Permitted Signs* | Permit/ARB Approval Exempt

Building Identification Signs- Identifying the name and/or location of the property, the hours of operation and emergency information, must not exceed two square feet.

Exterior Signs- Placed on or immediately adjacent to the facility, utility room or door with information such as, "Restrooms", "Telephone", "Entrance", "Exit", "Manager", "No Parking", etc., not to exceed two signs per parcel and two square feet each.

Banners, Flags, or Pennants- That do not directly advertise the business or activity located on the building site, limited to no more than three such signs per site.

Change of Copy- Theatre/Marquee Signs, and Permanently Affixed Display Cases

Temporary Signs* | Permit Required, ARB Approval Exempt

Placement and Maintenance- Temporary signs shall not be attached to trees, shrubs, utility poles or traffic signals, may not extend onto the public right of way, cause any hazardous visual obstruction or be illuminated. Temporary signs shall be kept neat, clean and in good repair at all times.

Temporary Window Signs – Shall not exceed 20% of the first floor's total frontage glass area, and shall not extend above the second floor line. Limited to two thirty-day periods in any calendar year for each site.

Grand Opening Signs – One temporary banner sign on a business that is newly opened, limited to one sixty day period. Banner may not exceed 20% of the business' façade or 100 sq. ft., whichever is less, and may not extend above the second floor line.

Exempt Signs* | Exempt from the Sign Code

Signs placed inside a structure or building and are either not visible through windows or building openings, or are located a minimum of 5' from such windows or openings and from an adjacent window merchandise display base, if any.

***Existing prohibited signs may be "grand fathered" as a Meritorious Sign. Please email City Planning at 311@santamonica.gov prior to sign modification.**



For a complete set of the City of Santa Monica Sign Code please refer to [Municipal Code Section 9.61](#)






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Prohibited Signs* | Do Not Post These Signs

<p>Animated or Emitting Signs</p> 	<p>Balloon Signs</p> 	<p>Banner Signs *</p>  <p>*Advertising Commercial Content</p>
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<p>Pole Signs</p> 	<p>Window Signs Exceeding 20%</p> 
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<p>Portable Signs</p>  <p>INCLUDING: A-FRAME SIGNS (exception: Main Street Pilot District on private property only); SANDWICH BOARDS; OFF-PREMISES SIGNS</p>	<p>Roof Signs, Upper Level and High-Rise Signs</p>  
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Flag or Pennant Signs and Bunting (advertising the business or commercial content)




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