

## Signage Pollution

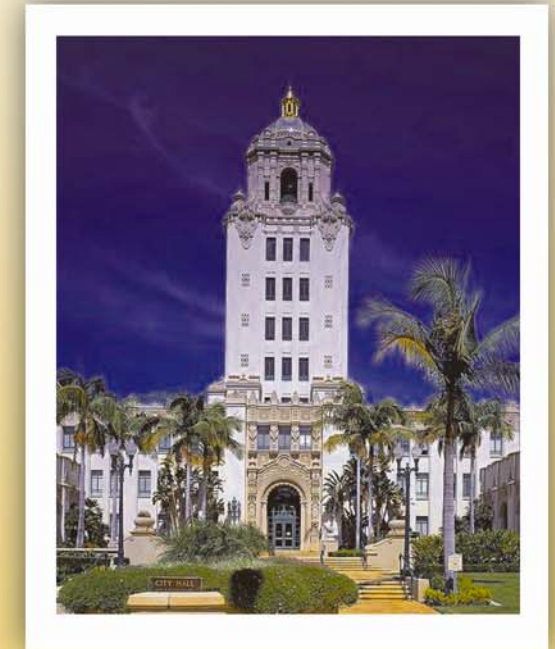
Uncontrolled business signage creates a cluttered, unappealing streetscape and can negatively impact the economic health and character of the community.

There are acceptable standards for business identification signage that provide businesses with the opportunity to identify themselves effectively without encroaching onto the public right-of-way while maintaining a visually attractive pedestrian right-of-way.

Signs are subject to staff or Commission review. Once approved, a Sign Permit is required before any sign can be installed.



## City of Beverly Hills Community Preservation Program



## Commercial Signage Guidance and Regulations

# B U S I N E S S   S I G N A G E   R E G U L A T I O N S



*Signage pollution*

## Our Commitment

The City of Beverly Hills is a unique community made up of world-class businesses and actively engaged residents. We offer beautiful neighborhoods, high-end retail and first-class municipal services.

The Community Preservation Program was established to monitor and ensure that signage throughout the City is in compliance with the Beverly Hills Municipal Code.

In an effort to assist businesses and residents, Community Preservation works proactively to identify and educate the community on unlawful signs and conditions. The City is committed to obtaining voluntary compliance prior to initiating enforcement.

The City regulates the following types of signs: real estate, yard, political, business identification, building and directional, and illegal signs and other encroachments on the public right-of-way.



*Appealing alternative*

## Prohibited Conditions

- Display of banners  
Signs on the public right-of-way  
- including sidewalks, streets, parkways, medians, City trees, light and utility poles
- Moving signs  
- flashing, scrolling message or moving mechanical signs
- Devices placed on the public right-of-way designed to attract attention including balloons, merchandise, special lighting, ads, and other objects
- Oversize/multiple real estate signs in commercial and multi-family zones
- Real estate signs without the City-approved and issued permit decal
- Unapproved business signs/graphics on store fronts and building facades
- Unapproved graphics on awnings or outdoor furniture

## How We Can Help

Beverly Hills' image and world-class reputation is an invaluable asset to City businesses.

Our efforts are directed towards protecting and maintaining the City's image for the community as a whole.

All signs are subject to City approval and require a Sign Permit.

Signage information is available online at the City web page and City staff is available for consultation.



Extensive signage information is available online at the web page: [www.beverlyhills.org/signs](http://www.beverlyhills.org/signs)

You may contact City staff at **(310) 285-1141**; choose one of the following based on your needs:

- Select "Planning and Zoning" to discuss business signage approvals.
- Select "Schedule an Appointment" to arrange a meeting with staff.
- To report a violation you may contact Code Enforcement at (310) 285-1119.