

I saw the sign...

And it was fine!



THIRD
STREET
PROMENADE



Updates to the Downtown Santa Monica Sign Code

To provide greater flexibility and opportunities for business promotion, the sign code for Downtown Santa Monica and Third Street Promenade has been updated to allow additional sign types.

To request a permit for a sign, complete [THIS application](#). Information signs do not require permits.

What district is my business in? Click [here](#).

Sign Code Updates	Third Street Promenade	Bayside Conservation (Ocean Ave. to 4th St)	Downtown Santa Monica
Portable Signage (Permit Required)	Permitted 1 sign maximum	Not Permitted	Not Permitted
Upper Level Signage (Permit Required)	Permitted 2 sign maximum	Not Permitted	Not Permitted
Information Signage (No Permit Required)	Permitted 4 sign maximum, 1 on rear of building	Permitted 4 sign maximum, 1 on rear of building	Permitted 2 sign maximum



PORTABLE SIGNAGE

Businesses on Third Street Promenade are now permitted ONE portable sign (a.k.a A-frame or sandwich board) on the sidewalk in front of their storefront. Some businesses are already using these signs and we know it makes a difference. Now, they are allowed.

Portable signs should be a maximum of 2.5 feet wide by 4 feet tall (2.5'w x 4't) on each side.

Promenade businesses currently deploying a portable sign or that would like to should use the City's [Sign Application](#) to request a permit today. Once approved the sign will be issued two decals, one for each sign face, as evidence of approval.

Application Process:

1. Complete page 1 and select the "Portable/A-Frame Sign–Promenade" box under Application Type
2. Complete the checklist on page 4 (leave pages 2 and 3 blank)
3. Email your complete application to planning@smgov.net

UPPER LEVEL SIGNAGE

Businesses on Third Street Promenade are now permitted to install up to TWO signs at the 2nd floor. These can be in the form of banner signs and/or projecting signs.

Banner Signs:

Banner signs, as seen below, can be a maximum of 10 square feet, projecting no further than 42 inches (42") from your storefront. Lettering is limited to 24 inches (24") in height.



Projecting Signs:

Projecting signs can be up to 42 inches wide by 5 feet tall (42"w x 5't), projecting no further than 42 inches (42") from your storefront. Lettering is limited to 18 inches (18") in height and logos can be no more than 24 inches (24") in height.



To apply for a permit for upper level signage, complete the City's [Sign Application](#).

Application Process:

1. Complete page 1 and select the "Administrative (Code Compliant Signs)" box under Application Type
2. Complete the form on page 2 (leave pages 3 and 4 blank)
3. Email your completed application to planning@smgov.net

INFORMATION SIGNS

Businesses throughout Downtown are now permitted to put up TWO information signs (e.g. menus, hours of operations) that do not require a sign permit. Each sign can be a maximum of 2 square feet, except for signage on an outdoor dining barrier, which can be up to 24 inches by 42 inches (24" x 42").

Businesses within the Bayside Conservation District may have up to FOUR information signs and can put one of those signs on the rear of their building. Rear signage can be slightly larger, up to 4 square feet.

Signage must be affixed to a wall or an outdoor dining barrier.



Menu

Sun **RAMEN** WITH SOY EGGS

Mon **TAMARIND**
Fish Stew With Basmati Rice

Tues **SWEET POTATO**
CARBONARA With Salad

Wed **BLTS** With Roasted Asparagus

THURS **CHICKEN & TANGERINE**
TACOS

Fri **Pizza Night**
with Pea Shoot Salad

Sat **Pork & Cuban**
Picadillo & Polenta
with Pineapple Avocado Salad

Sign Up Today!

Questions about signage?

Contact Downtown Santa Monica, Inc.

310.393.8355

info@downtownsm.com

Visit DowntownSM.com

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