



December 10, 2014

A-frame Signs Now Permitted in CdM

On October 14, 2014, the City Council approved Ordinance No. 2014-17, which allows A-frame signs on private property, in the Corona del Mar Commercial Corridor (Coast Highway between Avocado and Seaward). This ordinance went into effect on November 27, 2014.

What is an A-frame sign?

Section 20.42.040 of the Newport Beach Municipal Code defines an A-frame sign as “a freestanding portable sign typically constructed of wood, metal, or plastic. These signs are usually small and are removed at the close of business. They are typically hinged at the top, or attached in a similar manner, and widening at the bottom to form a shape similar to the letter ‘A.’”

A-frame Sign Standards

Where?

- They are allowed in the Corona del Mar Commercial Corridor (Coast Highway between Avocado and Seaward)



- They must be placed on private property

- They must be located on the same property as the business
- They must be located within ten (10) feet of the primary entrance of the business or of a pedestrian plaza, courtyard, or arcade
- They cannot interfere with pedestrian ingress or egress as required by the Building Code or Fire Code
- They must be separated by a minimum distance of three (3) feet from another A-frame sign or other type of portable sign (i.e., restaurant menu signs)

How many?

- One A-frame sign is allowed per tenant space

How big?

- Up to ten (10) square feet per sign face
- Up to forty-eight (48) inches in height

How long?

- A-frame signs can be displayed during regular business hours and must be removed when the establishment is closed

Would a permit be required?

- No

What are the design requirements?

- A-frames cannot be illuminated
- No flags, pennants, balloons, or other attention attracting devices
- No more than two sign faces per sign
- Re-writable surfaces, such as chalk boards or dry-erase boards are OK
- The use of paper or cloth is allowed if located within a glass or plastic enclosure
- A-frames must be capable of keeping the sign upright in a moderate wind

For more information, please contact Patrick Alford, Planning Program Manager, at PAlford@newportbeachca.gov, (949) 644-3235.