



TEMPORARY POLITICAL SIGN APPLICATION

Frequently Asked Questions (FAQ)

Do I need a permit to put up a political campaign sign in La Quinta?

Political campaign signs are regulated as Temporary Signs under Section 9.160.060 of the La Quinta Municipal Code and require a sign permit when:

- Any political campaign sign is placed on public property.
- Four or more political campaign signs are placed on private property.

How do I apply for a permit?

You can apply for a permit online using The HUB Online Portal at

<https://www.laquintaca.gov/business/the-hub/the-hub-online-portal>

Please reference the Quick Guide – “How to Apply for a Political Sign Permit” to guide you through the process.

All applicants will need to set up a customer account if they do not already have one. Choose “Login or Register” and follow the prompt. Then, use the “Apply” button and follow the prompts for a “Political Sign Permit” to apply for a permit. Once the permit has been paid for and issued, you can pick up your decals at City Hall during regular business hours Monday – Friday 8am to 4pm or by appointment. You can contact staff via phone at (760) 777 –7000 or via email at CustomerCenter@LaQuintaCA.gov with any questions or assistance.

When is a permit for a political campaign sign not required?

No sign permit is required for 3 or fewer signs on private property. For example, if one applicant posts or intends to post 4 or more signs on multiple private property parcels, a permit is needed for all of those signs, but if that same applicant posts or intends to post only 3 signs on multiple private property parcels, no permit is required.

How much does a permit cost?

The cost of a Temporary Sign Permit is \$424 plus an additional \$200 Code Compliance Deposit for a total of \$624 due at the time of application. The deposit is to ensure compliance with the conditions of the permit, including the proper placement and removal of all signs. If the conditions of the permit are complied with, the deposit is refundable. The deposit refund request form is included with the application packet.

How many signs can I put up?

Each permit is good for up to 100 signs. An individual Code Compliance Decal is issued for each sign covered by the permit. **Each sign must have a current decal placed on the lower right corner of the sign and be visible from the street.** Any sign without a proper decal will be subject to potential removal and may lead to the forfeiture of the Code Compliance Deposit. Anyone may apply for more than one permit.

When can I put my signs up?

All temporary signs, including political campaign signs, may only be posted for 45 consecutive days prior to an event and must be removed within 7 days after the event. The beginning and ending dates of the posting period along with the Removal Date will be stated on the sign permit and determined based on the applicant's identification of the event date. **For example, if the temporary sign is identified as being tied to the November 5, 2024 election as the "event", the 45-day posting period runs from September 21 to November 5 with the Removal Date of November 12.** All signs must be removed by the applicant by the end of the Removal Date. Failure to do so may lead to the forfeiture of the Code Compliance Deposit.

Where and in what format may my signs be?

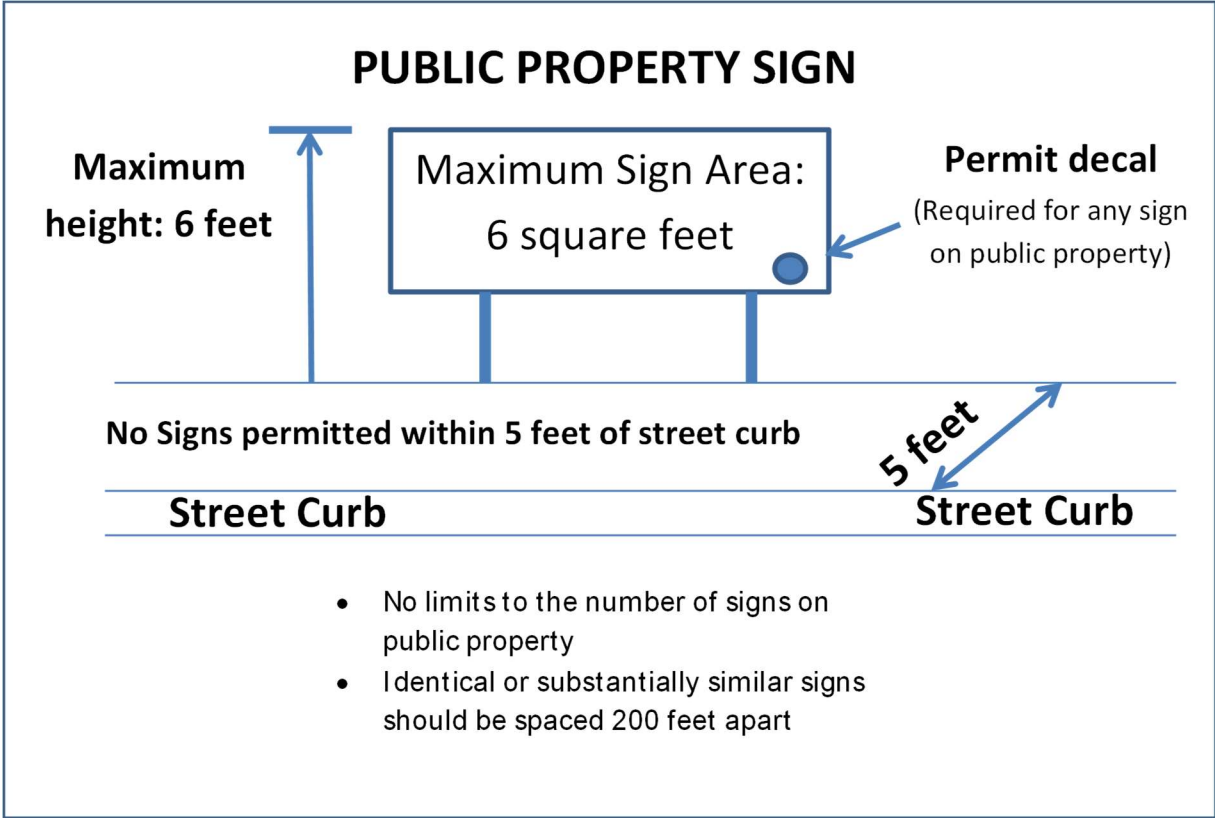
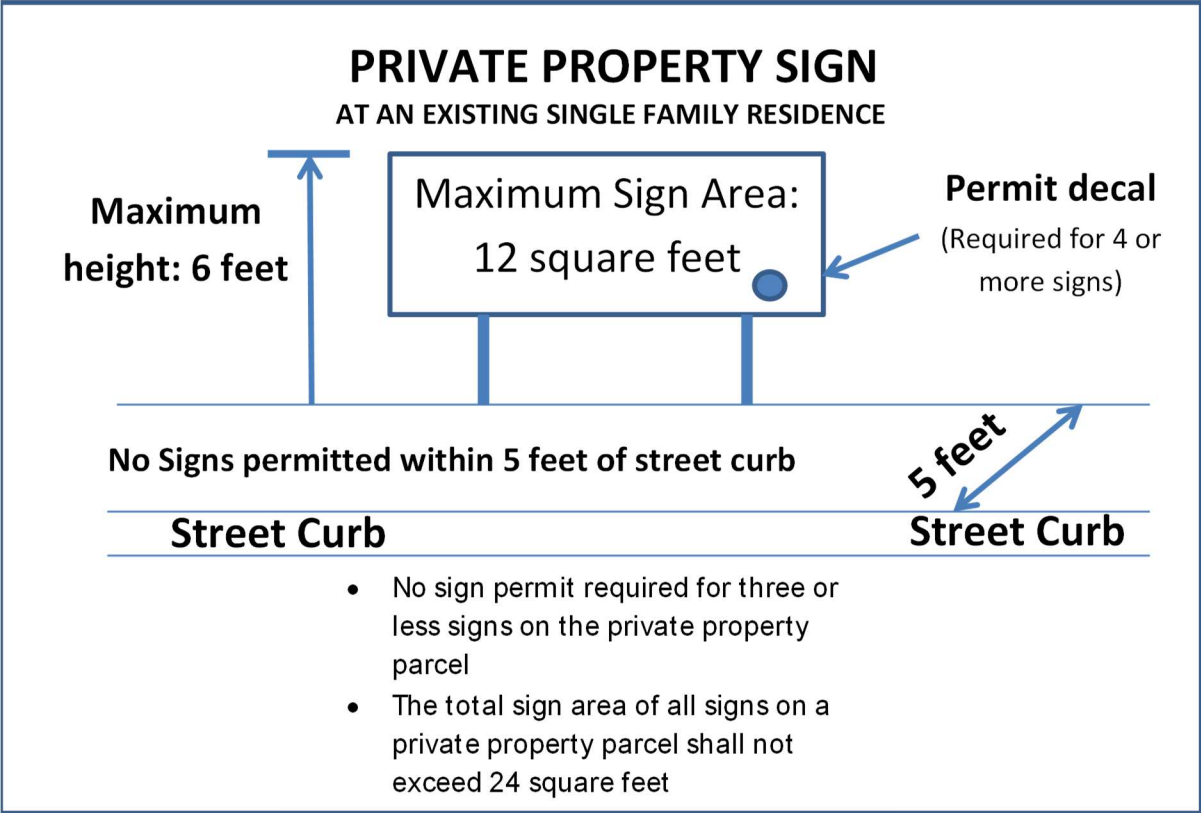
Signs may be posted in accordance with Section 9.160.060, which are included in full in the permit application and highlighted below:

- Signs must be set back at least 5 feet from the edge of the curb/asphalt of any public street.

- Freestanding signs cannot exceed 6 feet in height on either public or private property.
- Sign area cannot exceed 6 square feet if placed on public property or 12 square feet if placed on private property.
- Signs placed on private property require property owner approval.
- Signs that are identical or substantially similar should be spaced 200 feet apart.
- The aggregate area of all temporary signs on a private property parcel may not exceed 24 square feet.
- **Signs cannot be posted** on the median of any street, sidewalk surfaces, mailboxes, utility boxes, wires, poles or appendages, hydrants, trees, shrubs, tree stakes or guards, public bridges, fences and walls, emergency alarm or communication facilities, drinking fountains, lifesaving equipment, street signs and traffic signs or signals.

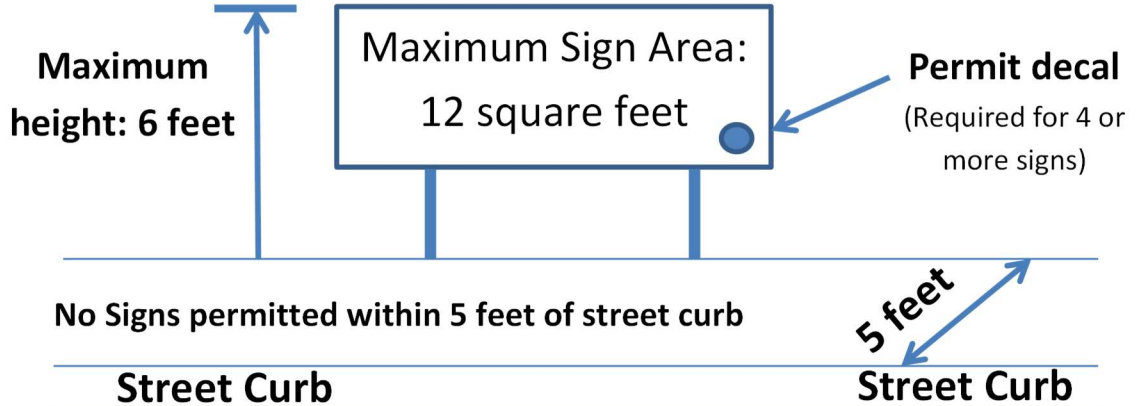
Signs that are inconsistent with Section 9.160.060 will be subject to removal and may lead to the forfeiture of the Code Compliance Deposit.

Please be sure to read the complete Instructions and Regulations portions of the attached permit application to fully understand the permit requirements and your responsibilities as the permittee for a Temporary Sign Permit. If you have any questions, please contact the Design and Development Department, City of La Quinta, at 760-777-7125.



PRIVATE PROPERTY SIGN

COMMERCIAL CENTERS, NEIGHBORHOOD COMMON AREAS, VACANT PROPERTY



No Signs permitted within 5 feet of street curb

Street Curb

Street Curb

- The total sign area of all signs on a private property parcel shall not exceed 24 square feet
- Identical or substantially similar signs should be spaced 200 feet apart
- Permission required from property owner