The City of Palos Verdes Estates, like most communities on the Palos Verdes peninsula, maintains strict ordinances related to signs.

These ordinances are outlined within this brochure to give you, the real estate professional or homeowner, guidance to advertise your real estate interests in a manner that complies with the local municipal codes and the Homes Association’s protective restrictions.

A-Framed signs are acceptable if approved and placement meets requirements. Remember; No Balloons, Post Signs, Flags, or Flyer Boxes.

The City of Palos Verdes Estates, as well as the Palos Verdes Homes Association, have established ordinances and regulations, that address the usage and placement of real estate signs, in effort to preserve the views and beauty of the community.

This brochure summarizes the ordinances and guidelines to aid the realtors and homeowners alike with proper marketing of homes and properties within Palos Verdes Estates.

City of Palos Verdes Estates
340 Palos Verdes Drive West
Palos Verdes Estates, CA 90274
www.pvestates.org
City Hall: 310-378-0383
Extension 2223
Police Department 310-378-4211

Palos Verdes Homes Association
320 Palos Verdes Drive West
Palos Verdes Estates, CA 90274
www.pvha.org
310-373-6721

Palos Verdes Peninsula Association of REALTORS®
28441 Highridge Road, Suite 401
Rolling Hills Estates, CA 90274
www.pvpars.com
Office: 310-377-4873
Fax: 310-541-4704 or 310-377-2538

For Successful Real Estate Marketing and Advertisement In Palos Verdes Estates
CITY OF PVE AND PVHA SIGN REQUIREMENTS

Public right-of-way
No signs may be placed on public right of way, roadway center dividers, or parkland.

Balloons & Flags
No balloons or flags permitted on the signs or properties being advertised.

Flyer Boxes
No flyer boxes permitted.

Post Signs
No large post (4x4) signs.

Lead-in Signs
1) Saturday & Sunday: Only on private property with property owner’s permission, with 10’ min. set-back.
2) Monday-Friday: only one lead-in sign, with set-back, placed on property for sale only.

Set Back
All signs: 10’ min from edge of roadway or curb of property for sale, with property owner’s permission.

“Open House” Signs
Saturday and Sunday ONLY. One sign per property, only when salesperson is in attendance, on Max 12” X 36.”

For Sale & For Lease Signs
One sign per home or vacant lot. Must be 10’ minimum from the edge of roadway. No signs on city property or street right-of-way. Letters must not exceed 6” in height.

Sign Rider
One sign rider ONLY, no larger than 5”x18”

“For Sale” Sign Size
18” X 30” total, including one rider. Maximum 3’ high.

“For Sale” Sign Colors
Sign, logo, company colors, etc., subject to written Art Jury approval prior to posting.

What do I need to do to legally display a Real Estate sign in Palos Verdes Estates?

Step 1
Visit the PV Homes Association* and apply for Art Jury sign approval (fees apply)

Step 2
Visit the PVE City Hall* and apply for a City business license (fees apply)

*Refer to back page for City Hall and PV Homes Association address and contact information

NOTICE
Unapproved or illegally placed signs may be removed by City staff and can be reclaimed at City Hall

FREQUENTLY ASKED QUESTIONS

Who Needs a Business License?
- Independent contractors or agents working under a broker.
- Anyone whose income is reported on IRS 1099
- Anyone whose name and numbers appears on their sign(s).

Where do I get a Business License?
Palos Verdes Estates City Hall:
340 Palos Verdes Drive West
Palos Verdes Estates, CA 90274
310-378-0383
(Monday—Friday 8:00 a.m. to 5:00 p.m.)

How Long are Business Licenses good for?
City of PVE business licenses shall be valid for one year, with the license year to commence January 1st.

Where do I go for Art Jury approval?
Palos Verdes Homes Association located at:
Palos Verdes Homes Association
320 Palos Verdes Drive West
Palos Verdes Estates, CA 90274
www.pvha.org
310-373-6721
Open: Mon, Wed, Thur, Fri (Closed Tue) 8:30-Noon, 1-5 p.m.

How long does it take to be approved?
Art Jury approval: Conforming signs are typically approved at the service counter at the Homes Association office within a few minutes.

City Hall Business licenses: Business licenses are issued at the service counter inside City Hall and typically take only a few minutes to process.