



Department of Community Development - Planning Division
Temporary Banner Permit Application

Upon approval of this permit, a City inspector will verify the banner is in accordance with the description on the permit. Upon expiration of the time period allowed by this permit, a City inspector will verify that the banner has been removed. A Temporary Banner Permit must be obtained prior to **each time** a banner is displayed.

<u>BUSINESS NAME</u>		<u>DATE SUBMITTED</u>	
<u>BUSINESS ADDRESS</u>			
<u>CONTACT NAME</u>	<u>EMAIL</u>	<u>PHONE</u>	
<u>BANNER TEXT</u>			
<u>ADDRESS WHERE BANNER WILL BE DISPLAYED</u>			
<u>BANNER TYPE</u> ___ FASCIA ___ WALL ___ OVERHANG	<u>WIDTH</u>	<u>LENGTH</u>	<u>SQUARE FEET</u>
<u>DATES BANNER TO BE DISPLAYED</u> TO	<u>TOTAL DAYS</u>	<u>30 Day Display Period:</u> 1st 2nd 3rd	
<u>DIAGRAM OF BANNER LOCATION:</u> A permit shall allow one (1) banner for each building face of a business that fronts a street or parking area. Please draw your business location and its adjacent streets here. Show where you plan to install your banner(s).			
_____ Signature of applicant or agent		_____ Print name of applicant or agent	
		_____ Date	

FOR OFFICE USE ONLY

<p style="text-align: center;"><u>CD PLANNING APPROVAL</u></p> <p>STAFF: _____</p> <p>DATE: _____</p>	<p style="text-align: center;"><u>BUILDING AND SAFETY INSPECTION</u></p> <p>STAFF: _____</p> <p>DATE: _____</p>
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11.4.25.015 Prohibited Signs.

The following types of signs, materials, designs, messages, and locations are prohibited:

A. Banners, Streamers, or Pennants. Banners, streamers, pennants, and other signs made of lightweight fabric or similar material, or designed to rotate or move with the wind, except where expressly provided for in this chapter. See also Section 11.4.25.020: Temporary Banners. Notwithstanding any provision of this chapter to the contrary, banners may be posted or otherwise affixed upon fences located at public schools. A permit shall not be required for such banners affixed upon fences located at public schools.

B. Emissions. Signs that produce noise or sounds that can be heard at the property line, excluding voice units at menu boards, and signs that emit visible smoke, vapor, particles, or odor.

C. Animated and Moving Signs. Signs which incorporate any manner of animation, flashing, moving, or intermittent lighting. Moreover, sign illumination shall not blink, flutter, or change light intensity, brightness, or color. Revolving, or other similar signs or signs with visibly moving or rotating parts or visible mechanical movement of any kind, either adjacent to or as an integral part of the display are also prohibited.

D. Signs Creating Traffic Hazards.

1. Signs located in such a manner as to constitute a traffic hazard or obstruct the view of any authorized traffic sign or signal device, or signs that may be confused with any authorized traffic sign, signal, or device; or which makes use of the words “stop,” “look,” “danger,” or any other word, phrase, symbol, or character that interferes with, misleads, or confuses vehicular drivers in their use of roads.
2. Signs within 5 feet of a fire hydrant, street sign, or traffic signal if such placement could create a safety hazard.
3. Signs placed or fixed so as to create obstruction, interference, or injury to passerby, residents, or occupants.

E. Off-Premises Signs. Off premises signs, as defined in Chapter 11.6.05: Terms and Definitions, except signs on a public bus bench, public bus shelter, or any waste bin attached to a public bus bench or public bus shelter which convey a commercial

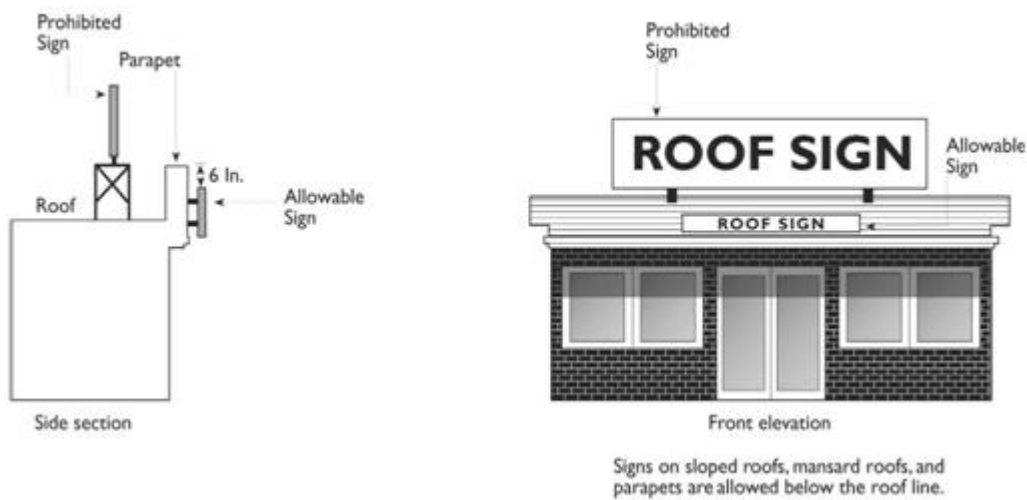
message as their primary purpose and are authorized by a contract or franchise agreement with the applicable transit agency.

F. Roof Signs.

1. Attached signs that extend above the roof line or parapet (whichever is higher) of a building with a flat roof.
2. Attached signs that extend above the eave line of a building with a sloped, gambrel, gable, or hip roof.
3. Attached signs that extend above the deck line of a mansard roof, whether real or simulated.
4. Signs on rooftop structures, such as penthouse walls or mechanical enclosures.
5. However, signs that do not extend above the eave line of a sloped, gambrel, gable, or hip roof, that do not extend above the deck line of a mansard roof, that do not extend above the parapet (or the roofline if no parapet is present) of a flat roof are permitted subject to the standards of Section 11.4.25.025: Signs—Commercial, Mixed-Use, and Other Nonresidential Districts. See Figure 11.4.25.015.F: Roof Signs.

Figure 11.4.25.015.F

Roof Signs



G. Signs in Right-of-Way. No sign, or supporting sign structure, may be erected in the public right-of-way, with the exception of:

1. Legal notices which are required by law to be placed upon public property to provide notice to the public;
2. Signs erected by a governmental body to promote public safety or direct or regulate pedestrian or vehicular traffic;
3. Public holiday lights and displays;
4. Signs and banners posted by the city above streets or attached to lamp posts or utility poles, which promote city-sponsored events;
5. Commercial signs on public bus benches and public bus shelters, which convey a commercial message as their primary purpose, as specifically authorized by a contract or franchise agreement with the applicable transit agency;
6. Noncommercial bus stop signs erected by a public transit agency; and
7. Projecting signs that are attached to a building and project over the public sidewalk but provide at least 8 feet of clearance above the sidewalk. See also subparagraph 11.4.25.025.D.10.b: Projecting Signs.

Any sign located in a public right-of-way or projecting over a public sidewalk shall be placed only in a manner consistent with standards promulgated by the city engineer. (Ord. 1598)

11.4.25.020 Temporary Banners.

In addition to any other signs permitted by this chapter, temporary banners are permitted on private property in the Limited Commercial/Residential Medium Density zone (LC/RMD), Professional Office (PO), Service Commercial (SC), Main Street Specific Plan (MSSP), and General Commercial (GC) districts as follows:

A. Permit Requirement. A “Temporary Banner Permit” shall be obtained from the director each time a banner(s) is to be displayed. A permit for a banner will allow one banner for each face of a building that fronts a street or parking area. The application fee for a permit to display a banner shall be set forth in the master fee schedule.

B. Banner Display Periods. Banners shall be permitted for a period not to exceed 90 days per calendar year. Banners shall not be displayed longer than 30 days in succession; with a period of not less than 14 days between the times a banner is displayed by the same property.

C. Banner Size. The size of a banner shall not exceed one square foot per lineal foot of building frontage, or 30 square feet maximum. A banner for a business or organization fronting, or adjacent to, a street with a speed limit of 35 miles per hour or more shall be permitted an additional 0.5 square foot per lineal foot of frontage, not to exceed 45 square feet total for the banner.

D. Day Glow Colors Prohibited. No banner utilizing luminescent/day glow colors may be installed.

E. Not Substitute for a Permanent Sign. The posting of a temporary banner shall not substitute for a permanent sign.

F. Obstruction Prohibited. A banner(s) shall be permitted only if its display does not obstruct the view of any adjoining buildings, or any signs, permanent or temporary, connected with adjoining buildings.

G. Allowable Locations. Banners shall be permitted to be mounted on the fascia or wall only. Banners shall not be permitted on the roofs of buildings or over a public right-of-way, excepting on legally permitted overhangs of the public right-of-way when the banner provides a minimum head clearance of 8 feet.

H. Banner Maintenance. Banners shall be tightly secured. Torn or damaged banners shall either be immediately replaced or removed entirely.

I. Banner Removal. The applicant shall bring the banner to the city for review in conjunction with the application form. The removal date shall be affixed/marked to the banner by the director. If the removal date of a banner is removed or otherwise tampered with, the banner permit shall be deemed expired and the banner shall be immediately removed.

J. Fee Exemptions. Fees for temporary banner use shall apply to commercial signs only. A noncommercial banner, on private property (i.e., a Red Cross blood drive, etc.) shall be exempt from the application and deposit fees set forth above.

K. City-Sponsored Banners. This section shall not apply to city-sponsored banners hung over public rights-of-way. See paragraph 11.4.25.025.D.7: City Sponsored Banners for regulations. (Ord. 1598)