



VERSION: MARCH 2020`

**WHAT IS A PROMOTIONAL ADVERTISING PERMIT?**

A Promotional Advertising Permit allows for a business with a valid Business License to erect a temporary sign consisting of a banner on a commercial or industrial property where a new business is opening or has opened at that property where the sign is displayed. Such sign shall not exceed a total sign area of 50 square feet and shall be securely affixed to the structure in which the business being advertised is located.

**NO ONE BUSINESS SHALL BE ALLOWED TO DISPLAY A BANNER OR BANNERS FOR MORE THAN 90 DAYS PER CALENDAR YEAR. ADDITIONALLY, A PERMIT FOR A TEMPORARY SIGN SHALL NOT BE ISSUED FOR THE SAME BUSINESS OR PERMITTEE MORE THAN SIX TIMES IN ANY ONE CALENDAR YEAR.**

**FILING REQUIREMENTS:****1. PROMOTIONAL ADVERTISING PERMIT APPLICATIONS:**

The application shall be filed with the Development Services Department at least **FIVE BUSINESS DAYS BEFORE** the date that the proposed temporary sign is erected on the property. Failure to apply within this timeframe may result in the denial of the application. The application must be approved, and all required fees must be paid, and all necessary permits must be obtained prior to the erection of the proposed temporary sign. If the application is submitted after the temporary signs have been erected, **THE FEE CHARGED SHALL BE 150 PERCENT OF THE PERMIT FEE.**

**2. PERMITTED TEMPORARY SIGNS**

One (1) banner is permitted for each tenant space, except that corner tenant spaces or freestanding single-occupant structures may maintain a maximum of two banners, which shall be displayed on separate sides of the building at any one time. **PENNANTS MAY BE SUBSTITUTED FOR BANNERS.** Banners shall be limited in size to a maximum of 50 square feet. A banner shall be attached to, and parallel with, a wall of the structure to which it is related, and in no case shall banners be suspended between separate structures.

**BANNER**

Banner means a sheet made of cloth, vinyl, or similar lightweight, flexible material (except paper) attached to or suspended from any structure, building, staff, pole, line, framing, or other projection generally displayed for advertising purposes. This definition does not include a flag.

**PENNANTS**

Pennant means a banner or similar device typically triangular in shape that is used to attract attention to a product or location for advertising purposes.

**3. REQUIRED PLANS:**

One (1) copy of a detail site plan and/elevations indicating the proposed location of such temporary signs along with design and dimensions on 8.5" X 11" minimum or 11" X 17" maximum paper. The display of temporary signs shall not obstruct the visibility of the businesses or authorized signs on the site, nor shall the temporary sign obstruct the temporary signs of other businesses on the same site.

**4. ANY OTHER PLANS OR INFORMATION THAT THE CITY DEEMS NECESSARY TO FACILITATE PROCESSING THE APPLICATION:**

At any time during the application process, staff reserves the right to require other materials, studies, or other forms of resources that help further the processing of an application.

**PURPOSE OF PERMIT**

Banner(s) (Please Specify Size and Square Feet): \_\_\_\_\_  Pennants

**LOCATION INFORMATION**

Name of Business: \_\_\_\_\_

Address of Business: \_\_\_\_\_

Business License Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**GENERAL INFORMATION**

Applicant Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**ADVERTISEMENT PERIOD**

From: \_\_\_\_\_ To: \_\_\_\_\_ Total Days: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Total Days: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Total Days: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Total Days: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Total Days: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Total Days: \_\_\_\_\_

**BUSINESS OWNER CERTIFICATION**

I, \_\_\_\_\_, certify that I am the Business owner, or Business Manager, of the property described herein. Furthermore, I agree to permit the proposed activity to be conducted for the length of time specified above.

**APPLICANT'S SIGNATURE**

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FOR OFFICE USE ONLY**

File No.: \_\_\_\_\_ Fee Paid: \$ \_\_\_\_\_ Reviewed By: \_\_\_\_\_ Receipt No.: \_\_\_\_\_

Approved  Date: \_\_\_\_\_ Denied  Date: \_\_\_\_\_

*Date Received Stamp*

