



PROMOTIONAL BANNER PERMIT

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Business Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
 Person Requesting Permit: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

D30	30 Consecutive days –30 day break between displays - Once Per Quarter – Four times per year
Y104	Yearly on weekends only. (Friday 5:00 p.m. to Monday 9:00 a.m.)
Y100	Yearly for 100 consecutive days. (Only 1 per year and no additional signage allowed the remainder year.)
Y36	Yearly for any 3 days per month. (Must be scheduled in advanced)

A \$50.00 permit fee is required for each yearly permit (Y104, Y100, Y36) issued, and a \$50.00 permit fee is required for each quarterly permit (D30) issued. Some promotional permits can be used in conjunction with another promotional permit.

1.  Yes  No  N/A Have you had any previous **Promotional Permits** during this calendar year? If yes, how many and which kind? \_\_\_\_\_
2.  Yes  No  N/A Will you have any flags, pennants, streamers, balloons, inflatable or other promotional signage and/or devices?
3.  Yes  No  N/A Will any devices be over fifteen feet (15') in height? (If the answer is **Yes**, it shall be limited to one (1) per two-hundred-fifty feet (250') of street frontage.)
- \*4.  Yes  No  N/A Will all the devices be installed at forty feet (40') or less, when measured from ground?
- \*5.  Yes  No  N/A Will all the devices meet the fifteen foot (15') front property line set back?
- \*6.  Yes  No  N/A Will all the devices meet the forty foot (40') side and rear yard property line set backs?
- \*7.  Yes  No  N/A Will each banner be one-hundred square feet (100 SF) or less? (Two (2) banner limit.)
- \*8.  Yes  No  N/A Will all the banners be eight feet (8') or shorter, in height?
- \*9.  Yes  No  N/A Has your business been issued a Certificate of Occupancy and/or a Fire and Safety Inspection by the City of Kaufman?
10.  Yes  No  N/A Has your business received their Certificate of Occupancy and/or a Fire and Safety Inspection, by the City of Kaufman, within the past three (3) months?
11.  Yes  No  N/A Is this **Promotional Permit** going to be for a Grand Opening of a new business? (First **Promotional Permit** may be extended to a maximum of sixty (60) days.)
12.  Yes  No  N/A Do any of your signs state that you are “Going Out of Business”, “Quitting Business”, and/or other similar message?
13.  Yes  No  N/A If the answer to #12 is **Yes**, is this the first **Promotional Permit** that you, and/or your company, have obtained stating that you are “Going Out of Business”?
14.  Yes  No  N/A Is this **Promotional Permit** going to be used for, or by, a nonprofit organization?
- \*15.  Yes  No  N/A Will the banner be located on the property where the event is taking place at?



PERMIT TYPE	VALID DATES	RECEIPT #	INITIALS
D30			
Y104			
Y100			
Y36			

## Banner 1

Address / Location of Banner: \_\_\_\_\_

Drawing of Banner 1:

↔ WIDTH \_\_\_\_\_

↑  
↓  
H  
E  
I  
G  
H  
T

TOTAL S.F. (100 max)

## Banner 2

Address / Location of Banner: \_\_\_\_\_

Drawing of Banner 2:

↔ WIDTH \_\_\_\_\_

↑  
↓  
H  
E  
I  
G  
H  
T

TOTAL S.F. (100 max)

## Other Promotional Devices

- |                           |  |  |                                  |
|---------------------------|--|--|----------------------------------|
| <b>Flags</b>              | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | <b>Balloons</b>                  |
| <b>Pennants</b>           | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | <b>Streamers</b>                 |
| <b>Inflatable Devices</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No | <b>Other Promotional Signage</b> |

C. **Promotional Signage:** Businesses that erect signs under the provisions of this Section shall not display a sign that states “Going out of Business”, “Quitting Business” or similar message more than one time. Promotional signs are subject to the following regulations:

1. **Permit Requirements:** All promotional signage requires a permit. Promotional signs will be considered as a group and not as each individual sign, streamer, banner, etc.
2. **Promotional Signage Types:** Promotional signage may include banners, flags, pennants, streamers, balloons, inflatable signs. Additionally, a maximum of two (2) banners are allowed, in addition to flags, pennants, streamers, balloons, inflatable or other promotional signage per permit. Any device over fifteen feet (15’) in height shall be limited to one (1) per two-hundred-fifty feet (250’) of street frontage.
3. Definitions:
  - a. A calendar year, for the purposes of this section, is defined as the period of each year beginning on January 1 at 12:01 a.m. of that year, and ending on December 31 at 12:00 midnight of that same year.
  - b. A quarter year, for the purposes of this section, is defined as that period of three (3) months separated as follows:
    1. Quarter 1: January 1 – March 31
    2. Quarter 2: April 1 – June 30
    3. Quarter 3: July 1 – September 30
    4. Quarter 4: October 1 – December 31
4. Time Limitations: Promotional signage is allowed subject to the following options:
  - a. **PROMOTIONAL SIGN OPTION D30:** Promotional signage is allowed for thirty (30) consecutive days, commencing from the first day the signage is displayed, at the permitted business location, and must be removed thirty (30) days after the date first displayed.
    1. An extra thirty (30) day “Grand Opening” extension is automatically granted to a new operating business (determined by issuance of a Certificate of Occupancy and/or a Fire and Safety Inspection), allowing the business to maintain the promotional signage for a total of sixty (60) consecutive days.
    2. Any subsequent permits, under this option, are limited to thirty (30) consecutive days each and cannot be issued more than once per quarter year, nor within thirty (30) days of each other.
  - b. **PROMOTIONAL SIGN OPTION Y104:** Promotional signage is allowed every Saturday and Sunday for twelve (12) consecutive months, commencing on the first day the promotional signage is displayed, and terminating on the one (1) year anniversary of the first day the promotional signage was displayed.
    1. The promotional signage cannot be displayed before 5:00 p.m. each Friday nor displayed after 9:00 a.m. on the following Monday, of the same weekend during the permitted twelve (12) consecutive months.

2. This option does not allow any promotional signage between 9:00 a.m. Monday and 4:59 p.m. on the following Friday.
- c. **PROMOTIONAL SIGN OPTION Y100:** Promotional signage is allowed for one hundred (100) consecutive days, per calendar year, commencing on the first day the signage is displayed and terminating on the one hundredth (100<sup>th</sup>) day from the first date the promotional signage was displayed.
  1. Under this option, the one hundred (100) day consecutive display period must be scheduled in advance. A change in the schedule must be approved by the Development Services Department, no less than 48 hours in advance.
  2. Only one (1) Y100 display period is allowed per calendar year.
  3. No other promotional signage is allowed the remainder of the year.
- d. **PROMOTIONAL SIGN OPTION Y36:** Promotional signage is allowed for any three (3) days per month, for a period of twelve (12) consecutive months, commencing on the first day the signage is displayed and terminating on the one (1) year anniversary of the first date the promotional signage was displayed.
  1. Under this option, all days the signage is to be displayed must be scheduled in advance, with the Development Services Department. A change in the schedule must be approved, no less than forty-eight (48) hours in advance. Inclement weather is the only exception to the scheduling requirement of forty-eight (48) hours.
- e. A legal business eligible for promotional signage shall include any non-residential or any multi-family residential use for which the City of Kaufman has issued a certificate of occupancy and/or a fire and safety inspection.
4. **Maximum Height:** Any device described as promotional signage shall not exceed an overall height of forty feet (40') measured from ground.
5. **Setbacks:** The following setbacks apply. However, the setbacks may be increased for any promotional signage found by the City to block traffic visibility or constitute a traffic hazard.
  - a. Fifteen feet (15') from the front property line.
  - b. Forty feet (40') from property lines other than those property lines fronting the street right-of-way. Properties that are unable to meet this setback requirement, due to the existing lot width, will be reviewed, at the time of permit issuance, to determine a location that meets the spirit of the setback requirement. Such locations must not create a traffic hazard or impede the visibility of any adjacent promotional signage.
6. **Maximum Area:** One-hundred square feet (100 SF)
7. **Maximum Height:** Eight feet (8')