

44.12 REGULATIONS FOR TEMPORARY SIGNS – Amended O-04-09 3-24-09

- 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.
  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’)