



# POLICY AND PROCEDURE

SCANNED

<b>Subject:</b> Temporary On-Site Banner Sign Policy	<b>Index:</b> Land Use and Development <b>Number:</b> 303-1
<b>Effective Date:</b> September 20, 1995	<b>Prepared By:</b> Community Development Department
<b>Supersedes:</b> N/A	<b>Approved By:</b> Candace Haggard

## 1.0 **PURPOSE:**

The City of San Clemente has established this policy to allow businesses the opportunity to utilize temporary banner signs on-site to supplement their periodic advertising needs. Specific criteria has been developed to ensure temporary banner signs are not displayed permanently and not used in-lieu of the business' permanent signs(s). The criteria regulates the number, size, location, materials and timeframes by which a business may display a temporary banner sign on site. Banner Sign Permits are required for installation of all temporary banner signs.

## 2.0 **ORGANIZATIONS AFFECTED:**

City-Wide

## 3.0 **REFERENCES:**

City Sign Regulations

## 4.0 **POLICY:**

### Temporary Banner Sign Criteria

Number Allowed:

Each business shall be permitted a maximum of one temporary banner sign per business at any given time.

Size:

The temporary banner sign cannot exceed 64 square feet. A temporary banner sign will not count towards a business's total sign area allowance.

Location: The temporary banner sign shall be placed on-site and flush on the building. These banners are prohibited in the following locations: city right-of-way, free-standing walls, fences or other areas or fixtures not part of the business's primary structure; or other locations as determined by the City Planner or their designee to be inconsistent with the intent of this policy. No portion of a temporary banner sign shall be free-hanging and all corners of the banner shall be secured to the building.

Materials: Temporary banner signs shall be constructed of cloth, canvas, fabric, plastic or other similar durable material.

Maintenance: The temporary banner sign shall be maintained in good condition, free of any defects, including cracking, torn or ripped material, or faded copy.

Timeframes: Each business may have up to four banner permits per calendar year. Renewals of banner permits are allowed, but in no case shall a business display a temporary banner for more than 120 days per calendar year. A minimum of 14 days between permits is required, except upon renewal of an existing banner permit. Banners may be replaced during the authorized period so long as they are the same or smaller size and installed in the approved location. These provisions are to ensure temporary banner signs are not used as a permanent display or in-lieu of permanent signs for the business.

5.0 ***DEFINITIONS:***

See City Sign Ordinance

6.0 ***PROCEDURE:***

Permits: A \$12 fee will be charged for each temporary banner permit. These permits are issued by the Planning Division, 910 Calle Negocio, Suite 100, San Clemente, CA 92673, 714-498-2533.