



TEMPORARY BANNER PERMIT INFORMATION SHEET AND APPLICATION

A temporary banner is a sign intended to inform the public of a unique happening, action, purpose or occasion, such as a grand opening. Temporary banner permits may be issued to businesses for this purpose. Special events must also comply with the temporary banner regulations for signs. The criteria for a commercial business are different from that of a non-profit organization. The different criteria are listed below.

The Temporary Banner Permit fee for both Seasonal and Annual Agricultural Sales Uses is incorporated into the Agricultural Sales Permit. However, the Temporary Banner Permit application shall be completed & submitted along with the Agricultural Sales Permit. The Temporary Banner Permit fee is not included in the Special Event Permit fee. The banner fee must be paid directly to the Community Development Department at the time of banner permit issuance.

Regulations for businesses are as follows:

- A. A banner may be displayed for up to forty (40) calendar days per year.

Exceptions apply to Seasonal and Annual Agricultural Sales Uses. Seasonal Agricultural Sales Uses may display one temporary banner per street or parking lot frontage for the duration of the Seasonal Agricultural Sales Permit.

Annual Agricultural Sales Uses may display one temporary banner per street or parking lot frontage for the duration of any particular season. The intent is to display temporary banner(s) for a limited duration, in accordance with a season and not a single banner for an entire year.
- B. Banner size is limited to thirty (30) square feet.
- C. Banner text is limited to the commercial center or business name, logo, event, and dates, days or time. Banner text may not include prices, telephone numbers, leasing information, name brands or specific items for sale.

Agricultural Sales Uses may identify specific items for sale, such as tomatoes, sweet corn or strawberries on a banner.
- D. An individual business banner may be located on the building only. A commercial center banner may be located on the building or on the ground. In no instance shall an individual tenant be permitted a ground-mounted temporary banner.
- E. Banners advertising the lease or sale of a building are not allowed.
- F. Banners advertising the rent, lease or sale of a residential property are not allowed.
- G. Banners displayed within or on a window are not permitted.
- H. The maximum height of any building mounted banner shall be below the roofline.

Regulations for non-profit organizations are as follows:

- A. A banner may be displayed for up to one week for an event that will benefit the community or general public. The Director of Community Development may waive the one-week maximum limit if the special event is to occur for longer than one (1) week but no longer than one (1) month.
- B. The special event banner text may contain the name or symbol of a corporate sponsor, but this name or symbol shall not exceed one-third (1/3) of the total area of the banner.
- C. If a special event banner is to be placed in the public right-of-way, the Director of Community Development shall approve or deny pursuant to review by the City's Building Official. Typically, the public right-of-way is that area between the face of the curb and the beginning of the sidewalk.

To obtain a Temporary Banner Permit:

1. Complete the attached application.
2. Bring it, with a check for \$44.00, to the Development Assistance Center. Your application will be reviewed at the counter while you wait. Alternatively, you may mail these items to Development Assistance Center, P.O. Box 19575, Irvine, CA 92623-9575. If your completed application is submitted by mail and approved, then you will receive your approved permit by mail in approximately five (5) working days.
3. Staff will issue a white permit sticker identifying the expiration date of the banner display. Attach this to the lower right hand corner of the banner.
4. You are responsible for the removal of the temporary banner upon expiration of the time limit. Please be aware that City building inspectors will check to verify that the banner has been removed.
5. Temporary Banner Permits are issued at the beginning of each season for a Seasonal Agricultural Sales Use.

Temporary Banner Permits for an Annual Agricultural Sales Use will be issued for the entire year under a single Temporary Banner Permit.

Seasonal Agricultural Sales Use: A temporary agricultural use which directly relates to a specific time of the year, such as a holiday season, or fresh fruit season and provides agricultural products for sale to the general public on a seasonal basis. The time limits for seasonal agricultural sales uses are listed in Section 2-4-9. Examples of a seasonal agricultural sales use include, but are not limited to: seasonal fruit and vegetable stands, pumpkin patches, and Christmas tree lots. See section 2-4 for permit information.

Annual Agricultural Sales Use: An agricultural use that provides agricultural products for sale to the general public on an annual basis. This use is not considered a permanent use. Examples of an annual agricultural sales use include, but are not limited to: fruit and vegetable stands, the general public picking fruit from orchards and plant nurseries (excluding wholesale only, plant nurseries, which do not sell to the general public). Non-agricultural products may be sold consistent with the requirements of an accessory use.

If you have any questions about Temporary Banner regulations, please call the Development Assistance Center at (949) 724-6308.



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This document will be forwarded to Building and Safety for enforcement, and constitutes a legal permit, with limitations described herein. Upon approval of this permit, a City inspector will verify the sign 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 sign has been removed. Failure to comply with the terms of this permit will result in the denial of any future temporary banner permits.

APPLICANT INFORMATION:

Business Name _____ Date Submitted _____

Business Address _____

Contact Person _____ Telephone _____

PROJECT INFORMATION:

Banner Text: _____

Address where banner will be displayed: _____

Banner Type: Wall _____ Ground (Commercial center only) _____

Banner Size: Width _____ Length _____ Sq. ft. _____

Dates Banner will be displayed: _____ to _____ Total days _____

Number of temporary banners this year _____

Diagram of banner location:

STAFF REVIEW: Case Number _____ -PTB Date Permit Expires _____

Planning Staff Signature _____ Date _____

cc: Code Enforcement
DAC Counter file