

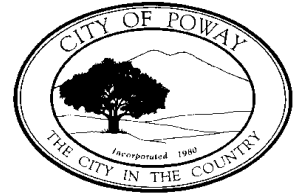
# CITY OF POWAY

## DEVELOPMENT SERVICES DEPARTMENT

13325 Civic Center Drive, Poway, CA 92064

(858) 668-4600

FAX (858) 668-1211



### Temporary Sign Permit Application

Date: \_\_\_\_\_

Business/Special Event Name: \_\_\_\_\_

Proposed Sign Location/Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Number of days that Temporary Signage is to be displayed: \_\_\_\_\_

Beginning Date: \_\_\_\_\_ Ending Date: \_\_\_\_\_

Type of Sign (check all that apply):

- Grand Opening Building-Mounted Banner (30 day maximum display)
- Grand Opening Portable Freestanding (30 day maximum display)
- Special Advertising Building-Mounted Banner (75 day maximum display)
- Community Special Event Freestanding (30 day maximum display)

If this is for an event associated with a non-profit organization, provide the organizations identification number on file with the U.S. Internal Revenue Service: \_\_\_\_\_

#### SUBMITTAL REQUIREMENTS:

- 1) A detailed site plan that shows the location and type of each sign requested.
- 2) A detailed elevation of each sign.
- 3) For building-mounted banners, a detailed elevation of the building that shows exterior measurements of the building face.
- 4) For Grand Openings, a description of activity and other proposed advertising devices.
- 5) For Special Community Events, a description of the event.

I hereby certify that I have read the Temporary Sign Permit requirements and standards, fully understand them, and will comply with all the requirements and standards.

Signature(s) \_\_\_\_\_ Date: \_\_\_\_\_

**APPROVED BY:** \_\_\_\_\_ Date: \_\_\_\_\_

Conditions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Permit No.

Revised August 2012

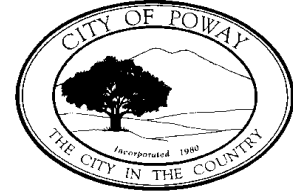
# CITY OF POWAY

## DEVELOPMENT SERVICES DEPARTMENT

13325 Civic Center Drive, Poway, CA 92064

(858) 668-4600

FAX (858) 668-1211



## Temporary Sign Permits

### Frequently Asked Questions *(Rev. 09/12)*

#### **Is a permit and fee required?**

A Temporary Sign Permit (TSP) is required for temporary signs, except that flag banners and election signs that are displayed in compliance with City standards do not require a permit. There is no fee for a TSP.

#### **What is a flag banner and what is allowed?**

Flag banners are portable, tall and narrow banners which are mounted vertically to a single pole. Flag banners do not require a TSP, but they can only be used in full compliance with City standards. Flag banners are allowed in addition to building-mounted banners, but can only be displayed on Fridays, Saturdays, Sundays, and City holidays. They cannot be any higher than 15 feet and no larger than 30-square-feet. Flag banners can only be displayed on the ground (i.e., not on a roof) and in a safe manner, and must be setback at least 5 feet from walkways and driveways. For all commercial properties, including automobile dealerships and shopping or office centers with multiple businesses, one flag banner is allowed for every 40 lineal feet of street frontage, up to a maximum of 3 per property or center.

#### **How do I apply for a TSP?**

The TSP is an easy to complete, one page application that is available at the Development Services Department public counter at City Hall, and it can also be obtained on the City website at [www.poway.org](http://www.poway.org). TSPs can be submitted either in person at the Development Service Department public counter or by mail. It is highly recommended that the TSP be submitted in person so that City staff can go over the application with you to make sure all the required information is provided and is clear so that the TSP can be approved quickly. The City tries to process TSPs within 2 full business days. For your convenience, City Hall has extended business hours Monday through Thursday (7:30 a.m. – 5:30 p.m.) and does not close for lunch.

#### **What types of temporary signs can be approved with a TSP?**

- For business grand openings a building-mounted banner, a portable freestanding sign, and other advertising devices are allowed.
- For occasional special advertising for commercial businesses and for apartment leasing activities a building-mounted banner is allowed.
- For special Community Events, offsite freestanding signs are allowed.

### **How many building mounted banners are allowed and what size?**

Each business can display one building mounted banner. Each apartment complex, regardless if the complex has multiple buildings, can display one building mounted banner. The size of the banner allowed depends on the width of the storefront or apartment building on which it is displayed.

#### **Maximum Size Banner Allowed**

#### **Store or Apartment Building Width**

20 sq. ft	≤ 15'
25 sq. ft	> 15' & ≤ 20'
30 sq. ft	> 20' & ≤ 35'
35 sq. ft	> 35' & ≤ 50'
45 sq. ft	> 50' & ≤ 75'
50 sq. ft	> 75' & ≤ 100'
55 sq. ft	> 100' & ≤ 150'
60 sq. ft	> 150' & ≤ 250'
65 sq. ft	> 250'

### **How should the building mounted banner be installed?**

It must be attached to the building, parallel to the walls of the business or apartment complex building being advertised. It may not be located on, or attached to, a wall that is on the property line. In all cases, the banner must be mounted with all four corners secure and so that it is level, does not sag, and is pulled taut into a straight line across the top, with the top and bottom edges parallel to each other. Banners can only be displayed on building walls and cannot be displays on trees, freestanding walls, vehicles, etc.

### **How often can I have a building mounted banner?**

Each business and apartment complex may display a banner for up to 75 days per year. You may use all 75 days at once or in any combination of days at a time, as long as the total in any calendar year does not exceed 75 days.

### **Who keeps track of how many days have been used?**

The City's Development Services Department will maintain a log of approved TSPs. If you notify us, prior to installation of approved signage, that you have changed your mind and will not be installing the sign, your application will be cancelled and the signage will not be deducted from the total number of days available to your business.

### **What happens if I use banners without authorization?**

Signs that are displayed without approval of the City are in violation of the Poway Municipal Code and are subject to the issuance of a citation or other enforcement action. In addition, two days will be deducted from the number of days available for every weekday unapproved signs are displayed and four days will be deducted for every one weekend day unapproved signs are displayed.

### **What about grand openings?**

For the first time opening of a new building, or the re-opening after a major remodel which required closing the business for at least 30 days, you may display extra temporary signage. These grand openings are limited to 30 consecutive days. In addition to one building mounted banner, you may also have pennants, strings of outdoor lights, one on-site portable sign (no taller than 8 feet and no more than 32 square feet in area), ground mounted inflatable advertising devices, and search lights. Approval of a TSP must be obtained. Ground-mounted signs and inflatable devices need to be appropriately sited and it must be shown that they do not obstruct parking, driveways, or walkways, and that they do not disturb landscaping.

### **What about community special event signs?**

Community special events may be advertised on off-site, freestanding signs at the seven major entrances to the City and one sign at a centrally located area in the City with an approved Temporary Sign Permit. Contact the City for a map of locations. At no time may more than one sign be displayed at each location. These signs shall be no more than eight feet high and 24 square feet in area. No sign shall contain commercial advertising nor may the name or logo of any commercial sponsor or co-sponsor be displayed. Signs may be installed not more than 30 days before the scheduled beginning of the event and shall be removed within seven days after the conclusion of the event.

### **What about window signs?**

You may have temporary signs which are painted on the window or constructed out of paper, cloth or similar expendable material affixed on the window, as long as the total area of such signs does not exceed 25% of the window area, although every business may have at least 12 square feet.

### **What about flags?**

You may display a single American flag and/or two flags of American states, counties, municipalities, or the official flag of a foreign country or internationally or nationally recognized organization or company. Flags may not be larger than 5 feet by 8 feet and must be displayed in a manner consistent with official flag etiquette.

### **Are there any exceptions?**

If you are in a center, your property owner may apply for a kiosk for the display of temporary signs as part of the centers Comprehensive Sign Program. Please contact the Planning Division for more information.

If your business is in a freestanding building that is located at the intersection of two circulation element streets, you may request that the City Council approve the display of two banners.