



Sign Type Example: Pennants (Temporary Promotional)



Sec. 18-96. Sign Types described.

(33) Temporary promotional signs.

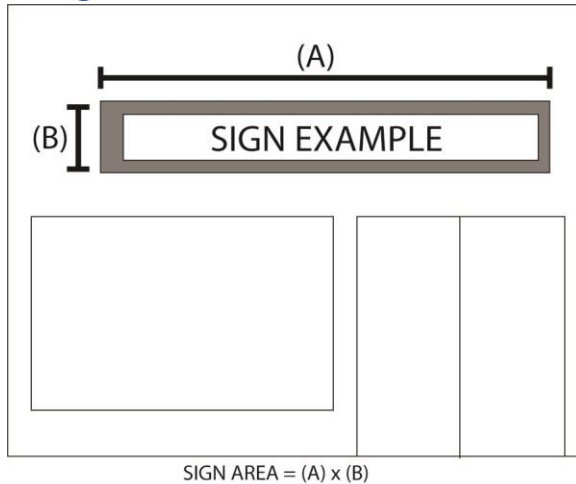
- a. Definition/purpose: Signs, banners, flags, balloons or pennants designed, excluding hot air balloon shaped and other inflatables intended or used to advertise or inform about an activity, place, product, person, organization, business, service, merchandise program, opening of a retail or commercial establishment, special program of a public institution, or the opening of a single-family subdivision or multifamily complex.
- b. Size: The size of a banner shall be limited to one square foot per one linear foot of lease space up to a maximum of 200 square feet.
- c. Number: Freestanding temporary signs are limited to a maximum of 4.
- d. Location: On-premises.
- e. Landscaping: N/A.
- f. Design:
 1. Temporary promotional signs are limited to permissive signs in this chapter.
 2. Temporary promotional signs shall not be hand painted or stenciled nor constructed of paper, cardboard or similar material or design unless approved by the Building Official.
- g. Permit required: Yes.
 1. Subsequent to a building permit being issued, a permit may be obtained for a "coming soon" sign for a maximum single use period of 30 days.



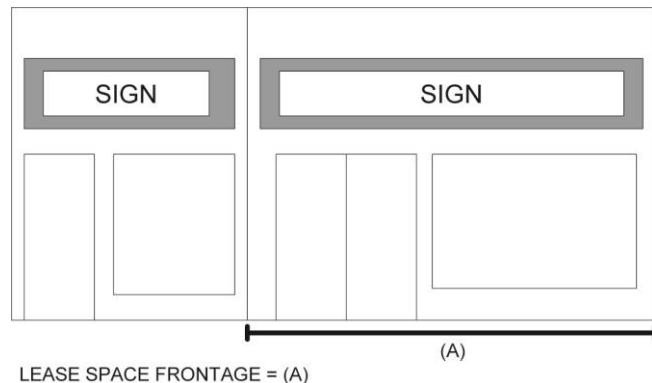
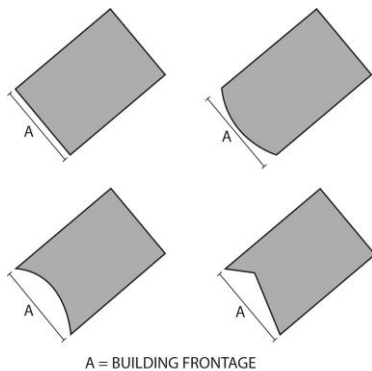
2. Subsequent to a certificate of occupancy being issued, a permit may be obtained for a "grand opening" sign for a maximum single-use period of 30 days. The use of balloons shall be restricted to the grand opening permit.
3. Signs shall have a minimum period between permits of seven days.
4. Excluding signs permitted under subsections a. and b., a maximum of four temporary permits may be issued per year for a maximum single-use period of 30 days. The Building Official may approve an additional 30-day permit for a "grand reopening".
5. Permit application shall include, but not be limited to, a drawing or sketch showing the type, size, height and location of the temporary promotional sign (including banners, flags and pennants) along with a description of the means of attachment or support, and the stated purposes of the promotion.
6. A promotion for a site, center, complex or subdivision shall not be interpreted as a promotion for each and every establishment within such site, center, complex or subdivision.
7. Banners attached to private light poles must have a minimum nine-foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrians. Each banner cannot exceed three feet by seven feet and there cannot be more than two signs per light pole. A written letter from the property owner or manager, granting permission, required.

Sec. 18-123. Sign Calculations.

- (1) **Attached Signs:** The information therein are provisions for calculating signage for attached, window, or any other attached sign contained in this chapter.
 - a. **Sign Area, Attached Sign (Single Element):** Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



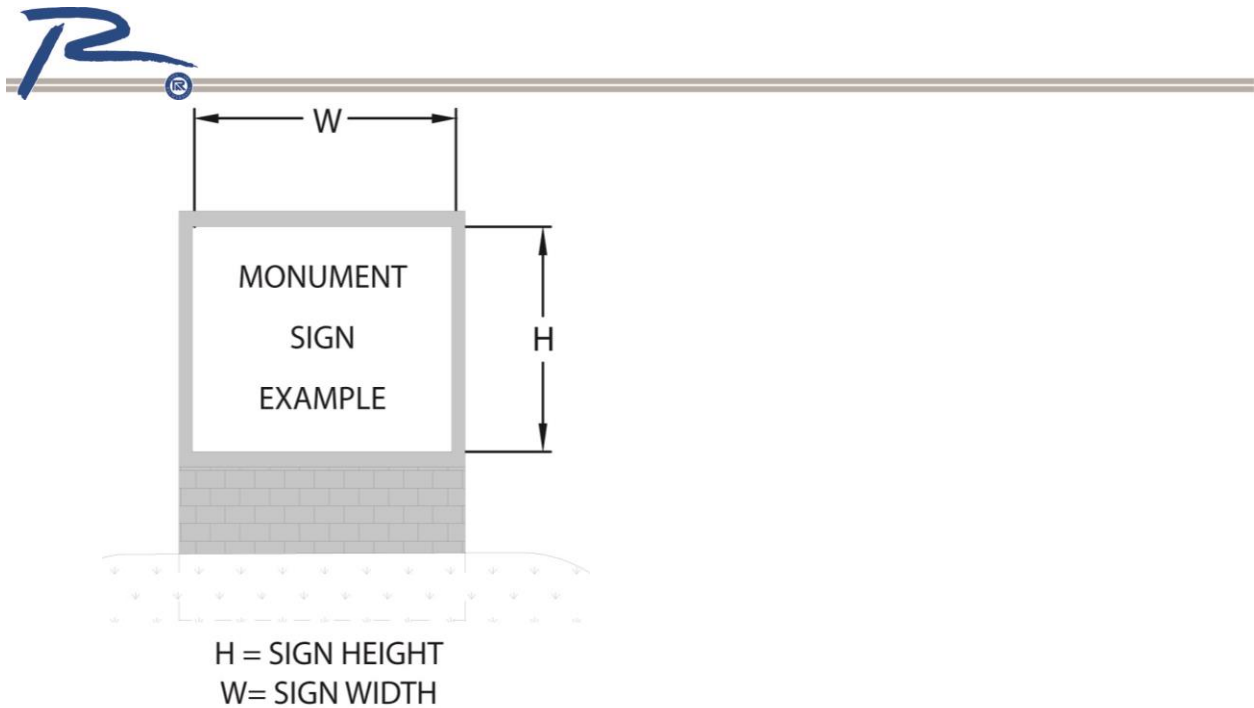
- d. Measurement of Building Frontage:** The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.



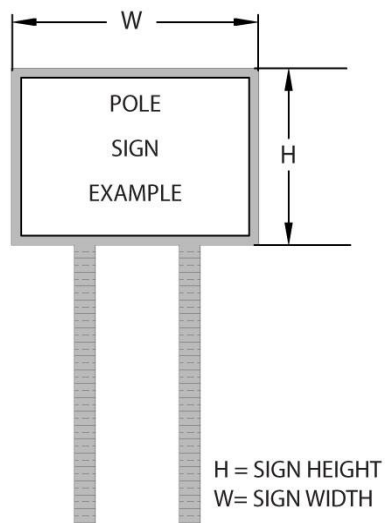
- e. Wall Area:** The wall area shall be calculated by the width of the exterior wall and height of the wall.

(2) Freestanding Signs: The information therein are provisions for calculating signage for monument, pole, construction or any other freestanding sign contained in this chapter.

- a. Sign Area, Monument:** The sign area shall be the extreme outer dimensions of the freestanding structure, excluding the support structure and architectural features.



- b. Sign Area, Pole:** The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.



- c. Sign Height:** Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.

