

TEMPORARY BANNER INFORMATION SHEET

Do I need a permit to display temporary banners?

Temporary banners displayed on the days listed in the first category below do not require a permit; however temporary banners displayed pursuant to the second category require a permit.

No permit required: Temporary banners may be displayed without obtaining a sign permit or prior approval by the City on the days listed below and the preceding 9 days:

- February 14th, (Valentine's Day)
- The third Monday of February, (President's Day)
- The first Sunday following the first Full Moon occurring on or after the March equinox. (Easter Sunday)
- The last Monday in May, (Memorial Day)
- July 4th, (Independence Day)
- The first Monday in September, (Labor Day)
- October 31, (Halloween)
- The fourth Thursday of November, (Thanksgiving Day)
- December 25, (Christmas)
- January 1, (New Year's)

Permit required: Temporary banners may be displayed outside the periods identified above with a temporary banner permit for no more than four (4) periods per calendar year. A permit is required for each banner display period which is limited to increments of ten (10) consecutive days, which may include ten (10) day periods, or combined into twenty (20), thirty (30) or forty (40) consecutive days per display period. Temporary banners in this category may not be displayed more than a total of forty (40) days each calendar year.

What is needed when applying for a permit?

- Proposed display periods.
- Proposed banner size, location to be displayed, and banner attachment method.
- Photo of building frontage and/or area where the banners will be displayed.
- Acknowledge that you have read the Regulations in All Districts Section 30.37.30 of the City of Gilroy's Zoning Ordinance.

What does a temporary banner permit cost?

The temporary banner permit application fee is \$50.00.

How long can I display my temporary banners for?

- Temporary banners not requiring a permit, displayed pursuant to one of the ten(10) identified periods above, may be displayed on the listed day and the preceding nine (9) days for a total of ten (10) consecutive calendar days for each display period.
- The display period for temporary banners for which a banner permit has been issued, will be pursuant to the time display period listed on the permit. The display of temporary

banners with a permit is limited to increments of ten (10) consecutive days, which may include ten (10) day periods, or combined into twenty (20), thirty (30) or forty (40) consecutive days per display period.

- While City code limits display of Temporary Banners for the full length of the final calendar day of the display period, in no case shall the Temporary Banner be displayed further than 8:00 am the following day.

Where can I display/mount my temporary banners?

Banners may be mounted on any side of a building, except no sign shall be mounted on the side of a building abutting and facing a freeway.

What are the attachment requirements for temporary banners?

Temporary Banners cannot be attached with exposed bracing, guy wires or cables pursuant to Prohibited Sign section 30.37.30(a)(27). Temporary Banners must be securely fastened to the building on all sides to comply with Prohibited Sign section 30.37.30(a)(3) which prohibits “objects designed to move in the wind”.

How many temporary banners can I display?

No more than three (3) temporary banners will be allowed for each business at any one (1) time.

When do I need to remove my temporary banners?

All temporary banners must be removed by 8:00 AM of the morning following the last day of the approved display period.

What are the size limitations for temporary banners?

If more than one (1) banner is used at a time, the total area of all banners shall be limited as shown in Column 1, and in no case may the total banner area exceed the limits set forth in Column 2, as described in the table below.

| | COLUMN 1 | COLUMN 2 |
|-------------------------|---|--|
| | Maximum total banner area permitted (in square feet) for each lineal foot of building frontage.* | Maximum total banner area permitted (in square feet) regardless of building frontage* |
| PO and CCA Districts | 1 1/2 | 90 |
| C1, TD and CD Districts | 1 1/2 | 90 |
| DHD and DED Districts | 1 1/2 | 150 |
| C3, HC, CM and GD | 2 | 150 |
| M1, M2 | 2 | 150 |

District Definitions:

PO = Professional Office
 CCA = Civic/Cultural Arts District
 DHD = Downtown Historic District
 DED = Downtown Expansion District
 C3 = Shopping Center Commercial District

HC = Highway Commercial District
 CM = Commercial Industrial
 GD = Gateway District
 M1 = Limited Industrial District
 M2 = General Industrial District