



DEVELOPMENT DEPARTMENT

July 31, 1996

TO: STAFF, Planning Division
Development Department

FROM: RAYBURN R. BEACH, Senior Planner
Planning Division

SUBJECT: GUIDELINES FOR PROCESSING TEMPORARY SIGNS/BANNERS
APPLICATIONS

Section 13-911.5 of the Fresno Municipal Code allows for the installation of temporary advertising banners/signs on commercial sites.

A single banner/sign for each site may be approved over the counter subject to the applicant's submittal of:

- ★ a letter addressed to Al Solis, with applicant's original signature, requesting approval of the temporary banner/sign
- ★ a \$34.00 fee (to be written on Cashier Memo under "Sign Review"-950436-3076)
- ★ a plot plan depicting where the temporary banner/sign will be located on the site

AND;

- ★ Applicant or representative shall read and sign the Development Department's Approval of, and Conditions Applicable for, Temporary Banner/Sign Approval Letter and shall receive a copy of same (cost of copy is included in the fee). The original signature copy shall be filed in the Temporary Banners/Signs Applications Log Book at the front counter.

AND; the temporary banner/sign shall not:

- ★ be allowed to remain for more than thirty (30) days
- ★ exceed thirty-two (32) square feet in area
- ★ be located above the roof line of the subject building
- ★ (if freestanding) exceed eight (8) feet in height
- ★ be located closer than five (5) feet from any property line

Upon submittal, banner/sign application information shall be written in the Temporary Banner/Sign Applications Log book located at the front counter.



2600 Fresno Street • Third Floor
Fresno, California 93721-3604
(209) 498-1591 FAX (209) 498-1012

Development Department
Alvin P. Solis, AICP
Director

_____, 1996

Please reply to:
Stan Dilbeck or
Duty Planner
(209) 498-4441

Dear Applicant or Representative:

SUBJECT: APPROVAL OF, AND CONDITIONS APPLICABLE FOR, TEMPORARY
BANNER/SIGN INSTALLATION AT _____

The above application has been approved under the provisions of Section 13-911.5, Chapter 13, of the Fresno Municipal Code. Approval has been granted effective as per the date at the top of this letter; subject to compliance with the following conditions for allowance of temporary banners/signs:

1. Temporary banners/signs shall be removed after thirty (30) days which shall commence upon your receipt of this letter; i.e., the date at the top of this letter.
2. Temporary banners/signs shall not exceed thirty-two (32) square feet in area.
3. Temporary banners/signs shall not be located above the roof line of the subject building.
4. Temporary banners/signs, if freestanding, shall not exceed eight (8) feet in height.
5. Temporary banners/signs shall not be located closer than five (5) feet from any property line.

"I, _____, have read, understand, and agree to comply with, the above
Applicant (or Representative)
 conditions for allowance of temporary banners/signs."

Applicant (or Representative)

Failure to comply with the above conditions for allowance could result in corrective action(s) by the City of Fresno.

Sincerely,

PLANNING DIVISION

Rayburn R. Beach, Jr., Senior Planner

c: Job Address File