



Temporary Banner Signs

PERMITS

BANNER BASICS

The City of Montclair recognizes the benefit of temporary banners for restaurant and retail businesses and other uses within the community. When properly designed and installed, banners can be an effective means of identifying a business or special event while maintaining an attractive and well-managed community.

Examples of banner uses include, but are not limited to:

- Grand opening banners
- Coming soon banners
- Advertising banners

Without appropriate standards and limits, the use of banners and other sign devices can easily get out of control and adversely affect the appearance of the City's commercial corridors.

The purpose of this flier is to summarize the standards for temporary banners and direct property owners and store managers to where further information may be obtained.

Banner Basics

The Montclair Sign Ordinance regulates the duration, size, and placement of banners. Banners can only display messages related to the on-site business or on-site development. All banners require a permit before installation.

1. Design: A banner is a temporary sign composed of a flexible material, such as vinyl, fabric, pliable plastic, or other lightweight material, and not enclosed in a rigid frame. Paper banners are not permitted.

Except for temporary banners all other promotional devices or signs are prohibited (see **Prohibited (Illegal) Temporary Signs**).

2. Attachment: All banners shall be securely fastened to the building façade, and shall be installed in a manner that does not create a traffic or pedestrian hazard or obstruct any sidewalks or pedestrian pathways.

3. Placement: A banner must be placed on the wall of the building in which the business or use is located. Banners may **NOT** be:

- a. Placed upon a roof or extend above any portion of the roof.

- b. Attached to fences enclosing vacant properties or areas, unless in conjunction with an approved Special Event; or

- c. Attached to retaining walls, vehicles, or placed within landscape areas including trees.

4. Maximum Number of Banners: One per street frontage, or a maximum of two banners for buildings with direct frontages facing a public street.

5. Maximum Size: 50 square feet provided this size of banner can be appropriately attached to the building façade.

6. Maximum Display Duration: 90 consecutive days per calendar year. The display period begins one (1) day after the banner application is approved. New businesses with a valid Business License are eligible for a one-time "Grand Opening" banner for an additional 45 days in the first year of business.

7. Banner Maintenance: Banners must be kept in good repair (not frayed or sagging) and remain firmly attached to the building from which they are hung.

8. Permit Required: All banner signs must be reviewed and approved by the City of Montclair's Planning Division before installation or display.

Signs and Banners within the Public Right-of-Way

Any sign or banner located within the public right-of-way is subject to immediate removal by the City and/or a citation and fine without notice. Removed signs are disposed of by the City after 30 days.

Required Documents

Please have the following materials ready when applying for a banner permit:

1. Completed Banner Permit Application:

<https://www.cityofmontclair.org/documents/banner-permit/>



2. Site Plan: Outline and show the location of the business or building, point to the location of the banner, and label the length of the business or building frontage. A photo of the building showing banner placement is highly recommended.

3. Banner Drawing/Rendering: Provide a drawing, rendering, or photo of the proposed banner. Include the banner dimensions (height and length), proposed graphics (wording, logos, text and colors), banner material, and banner installation method.

4. Fee: Refer to 'Banners' in the Planning Fee Schedule. Fees are subject to change.

Property Owner Approval

The business or organization that is applying for a banner permit is responsible to obtain separate property owner or management company approval for the banner. The Banner Permit Application does not require proof of property owner or management company approval.

Prohibited (Illegal) Temporary Signs

The following examples of temporary signs are **NOT** allowed within the City of Montclair:

- Signs placed within or over public right-of-way on public land or utility poles, or within street medians (except for City-sponsored community events or official communication efforts);
- Signs resembling traffic signs or that constitute traffic hazards;
- Roof signs, including those attached to a mansard roof;
- Flashing signs, except in time and temperature or electronic message board signs; (***See municipal code: 11.72.370**)
- Animated signs, including human signs and air puppets;
- Revolving or rotating signs;
- Vehicle or mobile signs, including signs and banners affixed to vehicles.
- Portable signs, including A-frames;
- Painted-on wall signs, except as specifically permitted in this chapter and approved under a Precise Plan of Design;
- Off-site signs, except as otherwise allowed for in the Municipal Code;
- Hot or cold air balloons;
- Inflatable signs, characters, animals, or other figures, whether tethered or not;
- Balloons, flags (including feather flags), pennants, streamers, spinners, festoons, windsocks, valances, or similar displays, unless specifically permitted by this chapter;
- Signs constituting obscene material; and
- Flags containing a business name, product, or advertising copy.

Violations

Illegal or non-conforming signs or promotional devices, including banner signs without City approval, are in violation of the Montclair Municipal Code and subject to enforcement action. As such, property and business owners are encouraged to take immediate action to correct the violation.

Failure to abate the violations may result in a citation/fine issued to both the business owner and/or property owner in control of the premises.

**For further information on Temporary Banners
contact the:**



City of Montclair

Planning Division
City Hall
5111 Benito Street
Montclair, CA 91763
(909) 625-9477

Public counter hours are:
Monday through Thursday from
7:00 a.m. to 9:00 a.m. and
4:00 p.m. to 5:30 p.m.

*For additional information, the Montclair Municipal Code
can be accessed by visiting [https://www.cityofmontclair.org/
municipal-code/](https://www.cityofmontclair.org/municipal-code/) OR scanning the QR codes below.*

Municipal Code: 11.72.120 - Prohibited Signs



*Municipal Code: 11.72.270 - Temporary and special event
sign permits*



**Municipal Code: 11.72.370 - Electronic message center
displays*

