



## TEMPORARY BANNERS

### Planning Division

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### Submittal Requirements for Temporary Banners

To obtain a temporary banner permit the following information must be provided:

1. A completed City of San Rafael Planning Application form.
2. A photograph of the site showing the proposed location of the banner.
3. Three (3) illustrative drawings denoting the banner size (length and width), design, location as it would appear on the building, linear street frontage of the business for multi-tenant buildings, any proposed lighting of the banner, and method of banner attachment. Drawings do not need to be prepared by a professional architect or draftsman, but shall include dimensions and/or a scale.
4. A completed pre-citation form (signed by the business owner), noting the term of the permit.
5. Banner sign permit fee.

### Review Criteria

1. One banner, up to a maximum of 32 square feet in size, is allowed per building street frontage. Buildings with two street frontages are allowed two banners under one permit, provided that both banners have the same beginning and expiration dates, are on separate street frontages, and neither banner exceeds 32 square feet. Temporary banners shall be excluded from the calculations for maximum total permanent sign area on site.
2. No banner, on whole or in part, shall include, via attachment or any other means, other windblown devices intended to attract attention such as posters, pennants, ribbons, streamers, strings of light bulbs, spinners, balloons, or other inflated objects.
3. Banners shall be allowed to be displayed for a maximum of 60 days per calendar year (all at once or in no more than four increments with a separate permit being required with each increment). Extension of banner permits shall be permissible provided that the banner does not change, the extension request is received in writing no less than two working days prior to expiration, and the business would not exceed the 60-day maximum banner display time.
4. Banners shall be required to be attached to a building on site.
5. Banners shall not project above the eave line of the building on which they are attached.
6. If any part of the banner projects over public property, public right-of-way, or public easement, the minimum vertical clearance above grade shall be eight feet.
7. Banners may project a maximum of four feet from the outer surface of the building on which they are attached (i.e., banners on awnings) provided that they do not project to within two feet of the curblines of the street or vehicular roadway.
8. No banner shall be illuminated with artificial light that is located, or material capable of reflecting light or directing such light onto or into any adjoining or nearby lot, structure, or public right-of-way to create glare.
9. When spotlights or floodlights are used to illuminate a banner, a reflector shall be provided with proper shields or glass lenses concentrating the illumination upon an area of the banner so as to prevent glare upon the street, sidewalk or adjacent properties. All lighting shall comply with National Electrical Code (NEC) requirements.
10. No banner shall be illuminated to intensity in excess of one-half of the nearest public streetlight when adjacent to a residence or within 200 feet of a residential area.
11. No banner shall be illuminated with flashing lights, or lights that change color or intensity.
12. Banners shall be allowed for advertisement for on-site businesses only (businesses located within the building that the banner is attached). This requirement shall be tenant specific for multi-tenant buildings.

**ACKNOWLEDGMENT THAT NO PRE-CITATION NOTICE WILL BE ISSUED  
PRIOR TO ISSUANCE OF A CITATION FOR THE CONTINUED DISPLAY OF A  
BANNER AFTER A BANNER PERMIT HAS EXPIRED**

Temporary Banner Permit Number: \_\_\_\_\_

Business Name:  
\_\_\_\_\_

Location:  
\_\_\_\_\_

Contact Name And Phone Number:  
\_\_\_\_\_

The undersigned acknowledge(s) that the term of the Temporary Banner Permit issued to the undersigned for the above location has the following expiration date:  
\_\_\_\_\_

The undersigned acknowledge(s) that no pre-citation notice will be issued by the City prior to the issuance of citations for a violation of San Rafael Municipal Code Section 14.19.070(E) due to the continued display of a banner after the expiration date of the Temporary Banner Permit set forth above. The undersigned further acknowledge(s) that that the initial citation for a violation will be for \$50.00, and that subsequent citations may be issued in the amounts of \$200.00 and \$500.00 after two and four working days respectively, if the banner remains displayed after issuance of the first citation.

For the purposes of this acknowledgement, a signature must be obtained from the property lessee (business owner) or the property owner where the banner will be displayed. If the property or business owner is a corporation, an authorized officer of the corporation must sign.

\_\_\_\_\_  
Business Owner or Property Owner's name                      Date

\_\_\_\_\_  
Business Owner or Property Owner's signature /Title