

BANNER, PENNANT AND FLAG REGULATIONS



The use of banners, pennants, flags, and other temporary signs to promote or advertise special events, civic activities, grand openings, and special sales are permitted subject to compliance with the regulations in this flyer and additional standards in DPMC § 9.37.160(a).

The information contained in this flyer has been compiled from the City of Dana Point Municipal Code (§ 9.37.160). Additional regulations not described in this flyer may apply. For more information, contact the Planning Division, Community Development Department at 33282 Golden Lantern, Suite 212, Dana Point, CA 92629, (949) 248-3560.

SIGN USE AND PLACEMENT STANDARDS

Banners, pennants and flags must comply with the following standards:

- 1) The maximum allowable area of *Banners*, pennants, and flags shall not exceed a total aggregate area of more than one square foot per lineal foot of building frontage on a public street; such *banners*, pennants, and flags shall not exceed an aggregate area of twenty-four (24) square feet.
- (2) No more than one (1) form of banners, pennants or flags may be used on a site.
- (3) Banners, pennants, and flags may only be used on the site which they serve to advertise.
- (4) Copy shall be limited to usual wording such as "Going Out of Business Sale," "Liquidation Sale," "Grand Opening," or wording related to special sale items. The business name may be used if the banner is used to temporarily advertise a new business prior to obtaining permanent signage
- (4) Banners, pennants, or flags shall not cover more than 50% of the total window area of a building.
- (5) The use of pennants and flags with a banner shall be at the discretion of the Director of Community Development.
- (6) Temporary banners, pennants and flags shall compliment the site and permanent signs.
- (7) (A) *Banners*, pennants, and flags shall be permitted for sixty (60) days within a twelve (12) month period unless extended by the Director of Community Development. This can be accrued in any multiple or consecutive days up to sixty (60) days

APPLICATION PROCEDURE

A complete application for a Banner, Pennant and Flag Permit shall include the following:

- 1) A completed Banner, Pennant and Flag Permit application form.
- 2) Three (3) copies of an exhibit showing the dimensions, materials, colors and text of the proposed sign(s).
- 3) Three (3) copies of a site plan and elevation(s) showing the location of the sign(s) relative to the property lines, existing signs and permanent structures.
- 4) A twenty-five dollar (\$25.00) permit application fee and a one hundred twenty-five dollar (\$125.00) refundable security deposit.

SPECIAL EVENTS

Banners, pennants, and flags advertising a non-profit special event, on- or off-site, including civic, public, religious, educational, or philanthropic events, may be granted a Banner, Pennant and Flag Permit for no longer than one (1) month per occurrence unless extended by the Director of Community Development. Banners, pennants, and flags shall be appropriate for the event and shall not have an adverse affect on adjacent land uses. Copy of signage may contain names, logos, or corporate sponsors but such names, logos, or corporate sponsors may not exceed one-third ($1/3$) of the aggregate area of signage. Advertising signage area, specific locations, colors, and materials shall be submitted for review by the Director of Community Development. If approved, a certificate of approval shall be issued including the expiration date.

ENFORCEMENT PROCEDURES

The owners of banners, pennants and flags placed or used in violation of the Banner, Pennant and Flag Permit regulations will be notified by first-class mail or by hand-delivered notice, and given seven (7) days to correct the violation. If banners, pennants and flags are not removed at the end of the permit period, the applicant may forfeit the security deposit. Non-complying banners, pennants and flags placed on public property are subject to confiscation.



CITY OF DANA POINT SPECIAL USE SIGN PERMIT BANNERS, PENNANTS & FLAGS

(Please Type or Print)

NAME OF APPLICANT/OWNER: _____

NAME OF BUSINESS: _____

ADDRESS OF APPLICANT: _____

BUSINESS PHONE NUMBER: () _____

ADDRESS/LOCATION WHERE SIGN WILL BE DISPLAYED:

_____, DANA POINT, CALIFORNIA

Please attach three (3) copies of exhibits/plans showing the location of the signage as follows:

1. A site plan showing the size and location of the signage in relationship to buildings, landscaping, existing signs, and parking facilities. If there are any signs near the site on adjacent property, they should also be shown.
2. A front view of the site, showing the signage as it will look from a public or private right-of-way adjacent to the property.

DATES OF REQUEST

FROM: _____ TO: _____

FROM: _____ TO: _____

PURSUANT TO **SECTION 9.37.160(a)(4)** OF THE DPMC, AND THE CITY OF DANA POINT SCHEDULE OF SERVICE FEES, **A \$25.00 PERMIT FEE AND A \$125.00 SECURITY DEPOSIT** IS REQUIRED.

BANNER, PENNANT AND FLAG REGULATIONS

CITY OF DANA POINT AGREEMENT

I HAVE RECEIVED A COPY OF THE REGULATIONS FOR THE USE AND PLACEMENT OF BANNERS, PENNANTS AND FLAGS AND WILL COMPLY WITH THEM, AND I AGREE TO HOLD THE CITY OF DANA POINT HARMLESS FROM ALL LIABILITY FOR PERSONAL INJURY OR PROPERTY DAMAGE THAT MIGHT RESULT FROM THE INSTALLATION AND DISPLAY OF THE BANNERS, PENNANTS AND FLAGS AS REQUESTED.

I UNDERSTAND AND AGREE THAT FAILURE TO USE OR PLACE THE BANNERS, PENNANTS AND FLAGS IN COMPLIANCE WITH THE CITY'S REGULATIONS MAY RESULT IN THE REVOCATION OF THE PERMIT AND FORFEITURE OF THE SECURITY DEPOSIT AND PERMIT FEE, IN ADDITION TO A POSSIBLE WRITTEN CITATION FOR EACH DAY THE BANNERS, PENNANTS, AND FLAGS ARE USED OR PLACED IN VIOLATION OF THE CITY'S REGULATIONS.

Signature of Applicant

Date

Signature of Property Owner
(if different from applicant)

Date

FOR STAFF USE ONLY:

APPROVAL

DENIAL

BY: _____

DATE: _____