

FEE: _____
DEPOSIT: _____

NIO Inspection Date: _____
NIO Assigned: _____



CITY OF PICO RIVERA PROMOTIONAL ADVERTISEMENT PERMIT

DATE: _____

APPLICATION NO.: _____

**SUBMIT COMPLETED APPLICATION TO THE CITY OF PICO RIVERA
COMMUNITY & ECONOMIC DEVELOPMENT DEPT. – PLANNING DIVISION**

PRINT APPLICANT'S NAME

MAILING ADDRESS

PHONE

PRINT PROPERTY OWNER'S NAME

MAILING ADDRESS

PHONE

Location of property _____

Business Name _____ Zone _____ General Plan Designation _____

TYPE OF PROMOTIONAL ADVERTISING PERMIT & DISPLAY DATES (CHECK ONE BOX ONLY)



PROMOTIONAL ADVERTISING BANNER AND/OR PENNANTS PERMIT (\$63)

- SIGN TYPE: ☐ BANNERS and/or ☐ PENNANTS
- POSTING PERIOD: ☐ 30-DAY or ☐ 60-DAY
- DISPLAY DATES: _____ to _____



PROMOTIONAL ADVERTISING FLAG PERMIT (MAX. ONE FLAG) (\$63)

- TYPE OF SPECIAL EVENT/HOLIDAY: _____
- DISPLAY DATES: (Max. 7 Days) _____ to _____

CERTIFICATION OF APPLICANT

With my signature below I hereby acknowledge and certify the following:

- All information on this application is true and correct.
- I have reviewed and will comply with all of the City of Pico Rivera Municipal Code requirements regarding promotional signs.

Signature of Applicant

Date

Signature of Property Owner/Mgmt

Date

SITE PLAN

IDENTIFY FRONT LINEAR FEET OF BUILDING/LEASEHOLD WIDTH, AND LOCATION OF PROMOTIONAL ADVERTISING. INCLUDE BUILDING AND ADJACENT STREETS

DIAGRAM OF BANNERS & PENNANTS OR FLAGS
INDICATE ALL DIMENSIONS, COLORS, AND TEXT OF SIGNAGE

The diagram illustrates three types of promotional signage with their respective dimensions and mounting points:

- Rectangular Banner:** A horizontal rectangle with a side view showing a circle at the center and a front view showing a circle at the center.
- Pennant:** A triangular flag with a side view showing a circle at the center and a front view showing a circle at the center.
- Flag:** A rectangular flag with a side view showing a circle at the center and a front view showing a circle at the center.

Office Use Only

Property Location: _____

Effective Date: _____ **Ending Date:** _____

Approved By: _____ **Application No.** _____

Approved For: _____

PROMOTIONAL ADVERTISING STANDARDS

Promotional signs are regulated by the Municipal Code Section 18.46.040(F) & 18.46.060 Note 8. Enclosed is a summary of regulations regarding promotional signs.

BANNERS, PENNANTS

- Banners shall be mounted flush against the building's facade and shall not be affixed to a vehicle, tree, ground, pole, etc.
- Tenants in a commercial center must place promotional advertising within the store front area in which the signage is intended to serve.
- Requires a separate Promotional Advertising Permit from promotional flags.

FLAGS

- Maximum **one** flag per business/permittee to be placed minimum 5' from property lines, 10' from driveways, and 50'-100' as determined by staff, from other promotional flags.
- 7-day display period shall encompass a federal or state holiday or Valentine's Day, Easter, Mother's Day, Father's Day, Halloween, grand opening or graduation day, or special event approved by Zoning Administrator.
- Shall be securely fastened to resist displacement by wind of similar disturbances.
- Shall not be attached to nor a part of any building, structure, or landscape.
- **A separate Promotional Advertising Permit is required for banners and pennants.**
- Display days shall be deducted from the cumulative display days permitted within a calendar year, even when posted concurrently with banner and/or pennants.

GENERAL REGULATIONS

- All promotional signs shall be of professional quality.
- Promotional signs shall not block existing permanent signage.
- The \$100 deposit will be refunded provided that all promotional signs are removed from the premises. **A deduction of 10% is to be withheld for each day that exceeds the expiration date of the promotional advertising permit.**
- Prior to releasing the deposit, a field site inspection will be conducted to verify removal of all promotional signs.
- Promotional Advertising must be proportional to existing building identification sign and overall store frontage subject to review, approval and/or conditional approval by zoning administrator.
- Consecutive permit issuance will not be granted. An additional permit will not be issued until a minimum of seven days have passed from ending date of the last grant.
- The cumulative display days issued to the same business, permittee, or location during any one calendar year shall not exceed 150 days.
- Rotating or revolving signs, all roof-mounted signs, any type of balloon signs, air dancers, and any blow-up advertising is prohibited.
- **New Business:** The application fee for a new business shall be waived for the initial promotional advertising banner and pennant permit and/or promotional flag permit within the first 30 days of business operations. Deposit is required for each application.

REQUEST FOR REFUND

Ending Date _____

Please refund the \$100.00 deposit paid for Promotional Advertising Permit No. _____.
I understand that all evidence of this approved activity is to be removed prior to any refund.

Make check to: Name: _____

Address: _____

Applicant (Please print): _____

Project Address: _____

Daytime Telephone: _____

Applicant's Signature

Department policy allows a 48 hour period to remove Promotional Advertising after notification
by Department Staff.

For City Use

Inspection Date: _____

By: _____

Advertising Removed: _____

Refund Mailed: _____