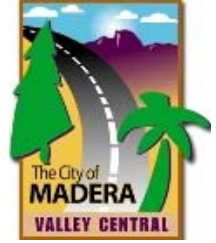


# TEMPORARY SIGN PERMIT

**Instructions:** Temporary signs and banners are permitted in the City of Madera within all commercial zone districts without a permit during specific holiday periods. These holiday periods are as follows:



1. Valentine's Day, and the preceding six (6) days.
2. Easter Sunday, and the preceding six (6) days.
3. Mother's Day, and the preceding four (4) days.
4. Independence Day, and the week (Monday – Sunday) thereof.
5. Old Timers Day, and the week (Monday – Sunday) thereof.
6. Halloween, and the preceding six (6) days.
7. Thanksgiving, the preceding ten (10) days and the following three (3) days.
8. Christmas/New Year's Holiday season (December 1st to December 31st)

Temporary signage during these periods is restricted to banners, painted window signs, and/or pennants, not to exceed in size the total allowable on building sign area for the business/use.

In addition to the holiday promotional periods listed above, a business may display banners, painted window signs, pennants, and/or windblown devices/inflatable signs not to exceed in size the total allowable on building sign area for the business/use, during two (2) additional fourteen (14) day periods each calendar year. The additional two-week (14 day) periods may be at the discretion of the business owner per the approval of the Planning Department. To display special promotion temporary signs, a business must first obtain an approved Temporary Sign Permit from the Planning Department of the City. The application shall indicate the time period and type of display. Such signs may be used in conjunction with an event or sale, and may be displayed for fourteen (14) days maximum. Such promotional displays shall not list individual product prices. Special promotion periods may be used in place of a holiday promotion period (overlaid), as long as they do not extend the fourteen (14) day maximum period. If you wish to apply for a Temporary Sign Permit please complete the following:

**PLEASE PRINT OR TYPE, COMPLETING ALL ITEMS BELOW:**

**Application Date:** \_\_\_\_\_ **Contact Phone:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_ **Contact Person:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Nearest Cross Streets:** \_\_\_\_\_

**Dates of Temporary Sign Display – From:** \_\_\_\_\_ **To:** \_\_\_\_\_

**Check the applicable box:**

14 Day Display Period 1	<input type="checkbox"/>
14 Day Display Period 2	<input type="checkbox"/>
30 Day Grand Opening	<input type="checkbox"/>
90 Day Going Out Of Business	<input type="checkbox"/>

**Please describe your temporary signage and where the signage will be located:**

---

---

**To complete this free application process, personally deliver or mail this completed application to the City of Madera Planning Department at 205 West 4<sup>th</sup> Street, Madera, CA 93637 for review and approval. Please apply in advance of the desired display period.**

The applicable sign ordinance is included for your convenience.

**MMC Sec. 10-6.09**

**(C) Temporary signs.** Temporary signs shall be allowed at the following times:

**(1)** Holiday promotion periods. Within identified holiday periods, temporary promotion signs shall be limited to banners, painted window signs, and/or pennants, not to exceed in size the total allowable on building sign area for the business/use. Such signs may be displayed without a sign permit or prior approval by the City. The allowed holiday promotional display periods are as follows:

**(i)** Valentine's Day, and the preceding six (6) days.

**(ii)** Easter Sunday, and the preceding six (6) days.

**(iii)** Mother's Day, and the preceding four (4) days.

**(iv)** Independence Day, and the week (Monday – Sunday) thereof.

**(v)** Old Timers Day, and the week (Monday – Sunday) thereof.

**(vi)** Halloween, and the preceding six (6) days

**(vii)** Thanksgiving, the preceding ten (10) days and the following three (3) days

**(viii)** Christmas/New Year's Holiday season (December 1st to December 31st)

**(2)** Additional promotion periods. In addition to the holiday promotional periods listed above, a business may display banners, painted window signs, pennants, and/or windblown devices/inflatable signs not to exceed in size the total allowable on building sign area for the business/use, during two (2) additional fourteen (14) day periods each calendar year. The additional two-week (14 day) periods may be at the discretion of the business owner per the approval of the Planning Department. To display special promotion temporary signs, a business must obtain an approved Temporary Sign Permit from the Planning Department of the City. The application shall indicate the time period and type of display. Such signs may be used in conjunction with an event or sale, and may be displayed for fourteen (14) days maximum. Such promotional displays shall not list individual product prices. Special promotion periods may be used in place of a holiday promotion period (overlaid), as long as they do not extend the fourteen (14) day maximum period.

**(D) Grand opening signs.** A business may apply to the Planning Department for a special sign permit for grand opening signage. A-frame signs, I-frame signs and portable changeable copy signs shall be limited to only one grand opening and a maximum display time of thirty (30) days per business, with a written request approved by the Planning Director.

**(E) Going out of business.** A business may apply to the Planning Department for a special sign permit in order to facilitate the liquidation of inventory for a closing business for a period not to exceed ninety (90) calendar days. Such permit will be allowed only once for any business, with a written request approved by the Planning Director. Change of ownership, change of management, business remodel, or business renovation events are not valid.