



Building Inspections Department

Date: April 2, 2012

To: Bruce Glasscock, City Manager
Frank F. Turner, Deputy City Manager

From: Selso Mata, Chief Building Official

Cc: Phyllis Jarrell, Planning Director
Lloyd Neal, Transportation Engineering Manager

Subject: **Sail Banners – Temporary Signage**

At the February 27 Council meeting staff requested direction concerning the use of sail banner sign types. Council requested options that would allow continued use for businesses while maintaining safe traffic operations.

Sail banners, as you recall, are allowed with a promotional sign permit which includes wall banners, flags, pennants, streamers, balloons, and inflatable signs. These sign types are for events of limited duration allowed for two (2), two-week periods each calendar year per business.

Staff Recommendation: Option 1

Height - 18 feet maximum
Width - 3 feet maximum
Spacing - 30 feet distance between sail banners, 10' setback- back of curb
Number - 1 per 30 feet of street frontage, 2 sail banners per business

2nd Option for consideration: Option 2

Height - 18 feet maximum
Width - 3 feet maximum
Spacing - 30 feet distance between sail banners, 10' setback - back of curb
Number - 1 per 30 feet of street frontage, 3 sail banners per business

Ordinance Changes: Create sign definition

Sail Banner Sign – self supported feather shaped flags – mounted on a flexible pole, displayed for advertising messages for promotional events.

Staff Procedure Changes: Create Permit notes:

- Signage shall not be placed in a location that will obstruct vision of a vehicle operator while entering, exiting, or traveling upon the public right-of-way. 10' foot setback (back of curb)

- Signage shall not be located in a sight visibility triangle. 45' feet setback required at all street intersections. Code of Ordinances Sec. 6-487
- Signage shall not be located in the right of way. Code of Ordinances Sec. 6-487
- Promotional permits require sign placement plans indicating sail banner locations.
- 30 foot distance between any sail banners and street frontage requirement must be observed.
- Business tenants with a current Certificate of Occupancy may obtain permits for sail banners
- Business tenants in a multi-occupant building shall be required to obtain the signature of the center's manager/owner as a joint applicant.

Please let me know if you need additional information or have questions.



SAIL BANNER SIGNS

SAIL BANNERS - RECOMMENDATION

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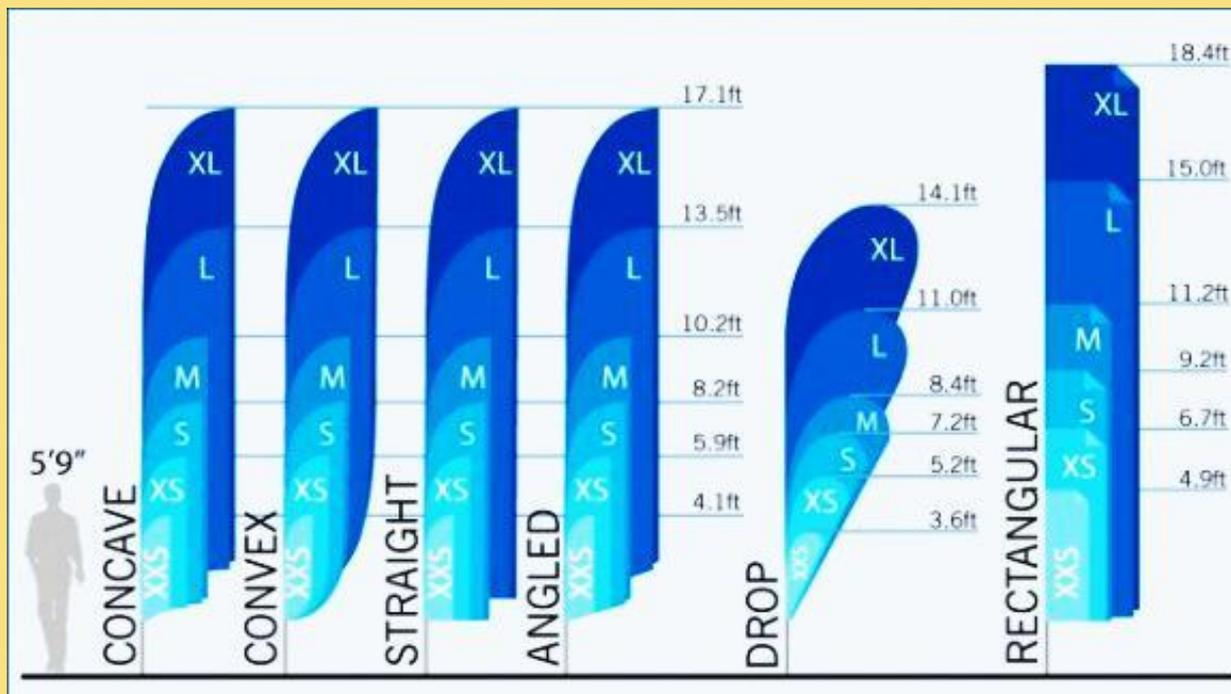
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SAIL BANNERS

Create sign definition:

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SAIL BANNERS

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○ Questions



SAIL BANNERS

