

**DO I NEED A PERMIT FOR A TEMPORARY PROMOTIONAL SIGN?**

Yes, a Zoning Clearance is required for the display of temporary banners, balloons and searchlights. The City of Dublin's Sign Regulations (DMC 8.84) allow for the display of temporary promotional signs to provide businesses in the commercial and industrial areas of the City sufficient opportunity for advertising special promotions or needs while maintaining the attractiveness of the community.

**WHAT IS CONSIDERED A TEMPORARY PROMOTIONAL SIGN?**

A Temporary Promotional Sign advertises sales, special prices, grand openings, new products or services, special events, now hiring and seasonal, holiday or community events.

Apartment communities may also display a Temporary Promotional Sign to advertise special promotional events or promotional needs such as Now Leasing, For Lease, For Rent, Apartment Available, Move in Specials, etc.

**WHAT TYPE OF SIGNS CAN BE USED FOR A TEMPORARY PROMOTIONAL SIGN?**

A Temporary Promotional Sign includes banners, flags, balloons, searchlights and similar advertising devices. Signs must be professionally designed and fabricated by design

professionals and have a professional appearance. Banners must be composed of lightweight, flexible material but may have a rigid frame. All signs must be constructed of durable, all-weather materials and be maintained in good condition throughout the display.

**WHAT IS CONSIDERED A TEMPORARY PROMOTIONAL BALLOON?**

A Temporary Promotional Balloon is as any inflatable sign or balloon greater than 15 inches in diameter that is used as an advertising device. All balloons are required to be tethered to the ground with the bottom of the balloon on the ground and are not permitted to be attached to any structure or vehicle.

**HOW LONG CAN MY TEMPORARY PROMOTIONAL BANNER, BALLOON OR SEARCHLIGHT BE ON DISPLAY?**

**Banners:** A Temporary Promotional Banner may be displayed for up to 21 consecutive days. After 21 days, the banner must be removed for at least 42 days before a new Zoning Clearance can be obtained. Temporary Promotional Banners can be up to 60 square feet in size.

**Balloons/Searchlights:**

A Temporary Promotional Balloon or Searchlight may be displayed for a total of 21 days each calendar year. Each balloon or searchlight counts as one day against the allotted 21 days per calen-



dar year (i.e. 2 balloons/searchlights displayed for 4 days = 8 days used.)

**Apartment Community Banner:** Apartment communities are allowed to display one (1) Apartment Community Banner for 10 consecutive days. After 10 days, the banner must be removed for at least 20 days before a new Zoning Clearance can be obtained. Apartment Community Banners are limited to a cumulative display of 90 days per calendar year. The banner can be up to 12 square feet in size.

**Grand Opening/Going Out of Business:** A commercial or industrial business may display one (1) Grand Opening sign or one (1) Going Out of Business sign for up to 60 consecutive calendar days. A Grand Opening Sign must be applied for within 60 days of the business opening.

**HOW DO I OBTAIN A PERMIT FOR A TEMPORARY PROMOTIONAL SIGN, BALLOON OR SEARCHLIGHT?**

The City of Dublin has a simple process for obtaining a permit to display a Temporary Promotional Banner, Balloon, or Searchlight.

To apply for a permit:

1. Complete the Zoning Clearance Permit Application form.
2. Provide a site plan and/or photograph, where applicable.

3. Bring it to the Community Development Department, Planning Division at 100 Civic Plaza, Dublin.
4. Submit a \$55.00 application fee per BANNER/BALLOON/SEARCHLIGHT. Payment can be made by cash, check (made payable to the City of Dublin), or credit card.

**WHAT HAPPENS IF I DON'T APPLY FOR A ZONING CLEARANCE PERMIT?**

The City of Dublin Zoning Ordinance states that anyone who violates the Ordinance maybe guilty of an infraction, and if convicted, may be required to pay fines and court fees. (DMC 8.144.060)

**Please Note:** *A-frame signs, portable signs, sandwich board signs, and human held signs are strictly prohibited. (DMC 8.84.150)*

*This brochure can be found at the  
Community Development Department or at  
[www.dublin.ca.gov/brochures/temppromosign](http://www.dublin.ca.gov/brochures/temppromosign)*

  
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# TEMPORARY PROMOTIONAL SIGN REGULATIONS BANNERS, BALLOONS, & SEARCHLIGHTS



CITY OF DUBLIN



COMMUNITY DEVELOPMENT  
DEPARTMENT