

All banner signs to be located within the city of Brentwood must be reviewed by the Community Development Department to determine conformance with the City's sign regulations and/or approved Master Sign Programs. There is no fee associated with a banner sign permit.

Banner Sign Permits for Business Establishments

Section 17.640.007 (B) of the Brentwood Municipal Code (BMC) provides for banner signs used by establishments, which are defined as follows:

“Establishment” means any legal use of land, other than long-term residential, which involves the use of structures subject to the Building Code. By way of example and not limitation, this definition includes businesses, factories, farms, schools, hospitals, hotels and motels, offices and libraries, but does not include single-family homes, mobile homes, residential apartments, residential care facilities, or residential condominiums. Multi-unit housing developments are considered establishments during the time of construction; individual units are not within the meaning of establishment, during the time of construction; individual units are not within the meaning of establishment, however, once a certificate of occupancy has been issued or once a full-time residency begins.

These banner signs will be approved provided that the following standards are adhered to:

1. Only one banner is allowed at any one time, per establishment.
2. The banner sign shall be on the same site as the sponsoring establishment.
3. Unless allowed by Chapter 17.645 of the BMC, the banner sign shall not be mounted on or project into the public right-of-way.
4. The banner sign shall be displayed for a maximum of four time periods each calendar year; each period may not run more than 30 consecutive days; after each display period, no successive banner sign may be displayed for at least 60 calendar days.
5. The banner sign shall not exceed 50 square feet or 10% of the building face, whichever is less.
6. The banner sign shall not be illuminated.
7. The banner sign shall be securely fastened on all sides to a permanent on-site structure, such as a building, fence, or wall.
8. The banner sign shall be constructed of durable and weatherproof materials, such as vinyl or woven nylon, and shall be continuously maintained in good condition.

Banner Sign Permits for Community Events

Section 17.645.008 (B) of the BMC provides for banner signs on public property used to advertise community events such as parades, festivals, charitable or educational fundraisers, sports league sign-ups, holiday home tours, and similar events, provided that the following standards are adhered to:

1. Signs on public property shall be limited to the following locations:
 - a. The northwest and southeast corners of the Sand Creek Road and Fairview Avenue intersection.

- b. The southwest and southeast corners of the Sand Creek Road and O'Hara Avenue intersection.
 - c. The northeast corner of Dainty Avenue and Central Boulevard.
 - d. Within 50 feet of the southwest corner of Chestnut Street and Sellers Avenue.
2. No more than four banner signs per event shall be allowed, with no more than one sign at each location.
 3. Banner signs shall not be placed more than 30 days in advance of the event and shall be removed no later than five days after the conclusion of the event.
 4. Individual banner signs shall not exceed an area of 32 square feet.
 5. Banner signs shall be non-illuminated, and shall not include reflective materials.
 6. Banner signs shall be securely fastened on all sides to an on-site structure such as building, fence, or wall.
 7. Banner signs shall be constructed of durable and weatherproof materials, including but not limited to vinyl and woven nylon, and shall be continuously maintained in good condition.
 8. Banner signs shall only advertise events that are to take place within the Brentwood city limits, or that are sponsored by or raise funding for organizations located within the Brentwood city limits.

Procedure:

No application will be accepted for processing until the information listed below is submitted to the satisfaction of the Community Development Department:

- One (1) copy of the completed application (application provided on pages 3 and 4 of this handout).
- One (1) reduced copy or photograph of the banner sign, drawn to scale indicating:
 - a. Dimensions of the proposed banner sign – height, width, sign area, etc.
 - b. Banner sign text.
 - c. Colors and materials description.
 - d. Schematic building elevation showing the location and height (from finished grade) of the proposed banner (for business establishment banners only). Photo simulations (Google street view, digital photos, etc.) are acceptable with the location of the banner overlaid or drawn on the image.
- One (1) copy of a site plan drawn to scale, indicating:
 - a. Location of the proposed banner sign (private or public property).
 - b. Description of how and where the banner sign will be attached.



BANNER SIGN PERMIT APPLICATION

Planning Division

Revised: January 17, 2023

Banner Permit

Applicant: _____	For Staff Use Only:
Contact Name: _____	File No.: _____
Address: _____	Date Received: _____
Telephone: _____	Accepted By: _____
Email: _____	Note: _____
	APN _____

Banner Type: Private Business Establishment Community Event

Establishment Name or Community Event Name: _____

Establishment Address or Location of Community Event: _____

Master Sign Program (MSP): _____

Location of Banner: _____

Banner Description: _____

Banner Dimensions _____ Banner Height (from finished grade) _____

Date of Installation: _____ Date of Removal: _____

Method of Installation: _____

Applicant's Name: _____

Address: _____ Telephone No.: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Property Owner of Record's Name: _____

Address: _____ Telephone No.: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____



BANNER SIGN PERMIT APPLICATION

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CERTIFICATION:

I hereby certify that the statements furnished above, and in the attached exhibits, present the data and information required for this initial evaluation to the best of my ability, and that the facts, statements, and information presented are true and correct to the best of my knowledge.

Applicant's Name

Date

Applicant's Signature

Company Name

NOTE: If the Applicant is not the Property Owner, then the Property Owner must sign below to authorize the Applicant as his/her official representative.

I, _____ property owner, do hereby authorize the Applicant,
_____ as my official representative in all matters relating to this Application.

Owner's Name

Owner's Signature

Date