

City of Modesto
 Neighborhood Preservation Unit
 BANNER, OUTDOOR PROMOTIONS
 PERMIT APPLICATION

Neighborhood Preservation Unit
 1010 Tenth Street, Suite 3100
 Modesto, CA 95353
 Phone: (209) 577-5250
 Fax: (209) 571-5135
 Email: npu@modestogov.com

For Office Use Only:

Business Name: _____		Date: _____	
Business Address: _____		Billing Address: _____	
Contact Person: _____		Phone: _____	
Promotion Start Date: _____		Promotion End Date: _____	
Promotion Type: (please check all that apply)		<input type="checkbox"/> Banner <input type="checkbox"/> Outdoor Sales Promotion	

Banners: Except where other time limits are established by this section, the placement of banners and promotional decorations shall be limited to one (1) banner per street frontage (a business that is located on a corner and the walls face two [2] streets may have two [2] banners with a permit. If your business is inside a strip mall and your walls do not face two [2] streets, you may only have one [1] banner with a permit).

Banners and Outdoor Promotions: A total of twelve (12) times per year, for a maximum of ten (10) days for each occasion, resulting in one hundred twenty (120) day total may be divided at the discretion of the applicant into any increment that would be a multiple of ten (10) days. For example, the total allowed one hundred twenty (120) days could be divided into two (2) periods of sixty (60) days each, four (4) periods of thirty (30) days each, up to twelve (12) X ten (10) days. Permits are for a continuous promotion and not for split promotions.

Size:

- Banner maximum size can not exceed 72 square feet (for example, 2’x36’, 4’x18’, or 6’x12’).
- Outdoor sales (promotions) can not displace required parking. Please check with the Neighborhood Preservation Unit before you conduct your sale if it is going to be held on your parking lot and you don’t know the required number of parking spaces.

Fees:

- Banner permit fees are \$35.00 per permit per promotion.
- Outdoor sales and promotions permit fees are \$35.00 per permit per promotion.

Locations:

- All advertising items must be on private property, including all outdoor sales (no exceptions).
- Banners may not be displayed above the ridgeline of the roof or exceed 35 ft in height from the ground up.

**Please allow at least five (5) working days
 for your permit to be processed once the application is accepted**