



## “BANNER PROGRAM” APPLICATION PROCESS

### PURPOSE

The purpose of the banner program is to balance the needs of the business community with the upscale aesthetics of the city. Please review the information below and complete the attached application.

### PROCEDURES

1. Submit a completed application with all required signatures, application fees and exhibits.
2. Upon approval, the applicant will receive an email; the applicant shall respond to said email to acknowledge acceptance of any Conditions of Approval that may be applicable.
3. Approvals shall be valid only for the calendar year in which they are applied for.
4. The applicant shall notify City Staff **10** days prior to the start of each event by sending an email which specifies the start and end dates of the requested event; said correspondence shall be sent to the following email address: [banners@ranchomirageca.gov](mailto:banners@ranchomirageca.gov). Failure to notify City Staff of an upcoming event will result in revocation of the Banner Program permit.
5. Any deviation from the approved plans must first be approved by the Planning Division.

### SUBMITTAL REQUIREMENTS

- \_\_\_\_\_ 1. Applicable fees (\$75 per calendar year).
- \_\_\_\_\_ 2. One (1) completed application form.
- \_\_\_\_\_ 3. One (1) Site Plan which identifies the building and elevation where the banner is to be located. The site plan shall note existing structures, parking, and adjacent streets.
- \_\_\_\_\_ 4. One (1) Elevation (photograph) which identifies where the banner is to be located on the building.
- \_\_\_\_\_ 5. One (1) fully dimensioned exhibit which accurately represents the proposed banner design.  
**Banners are limited to 30 square feet in size.**

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Per Section 17.46 (Temporary Use Permits), **outdoor displays shall be limited to four separate events during each calendar year, not exceeding ten days for each separate event, plus an additional four separate events associated with any weekend during each calendar year which shall not exceed three days for each such event, provided that each event is separated by at least fifteen days.** Banner displays shall conform to the same requirements, and the time limits shall be strictly enforced. Noncompliance with any of the abovementioned requirements will result in revocation of permits, and could potentially lead to citations and/or fines.

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69-825 HIGHWAY 111 / RANCHO MIRAGE, CA 92270

Tel. (760) 324-4511

July 2015

|          |                          |
|----------|--------------------------|
|          | Date                     |
| Planning | _____                    |
| Code     | _____                    |
| Approved | <input type="checkbox"/> |
| Denied   | <input type="checkbox"/> |

CITY OF RANCHO MIRAGE



TUP# \_\_\_\_\_

**BANNER PROGRAM  
APPLICATION**

**TO BE COMPLETED BY APPLICANT:**

Tenant/Applicant's Name: \_\_\_\_\_ Phone Number \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Address \_\_\_\_\_ Suite No. \_\_\_\_\_

Name of commercial center: \_\_\_\_\_

Business License Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Event Start Date \_\_\_\_\_ Event End Date \_\_\_\_\_

*"I declare that this application has been examined by me and, to the best of my knowledge and belief, is a true, correct and complete statement of facts."*

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\*\*BELOW TO BE COMPLETED BY PLANNING DIVISION\*\*\***

APN #: \_\_\_\_\_ Zoning: \_\_\_\_\_

10-day events:

3-day events:

Calendar Year: \_\_\_\_\_

Case Number: \_\_\_\_\_ Filing Fee: \_\_\_\_\_

Receipt Number: \_\_\_\_\_ Check Number: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

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