

# Temporary Banners and Inflatable Displays (7.4.403J)

DAB

General Information

# 302

Development Assistance Bulletin

This bulletin describes regulations for **temporary banners** and **inflatable displays** in commercial zone districts. For more information about zone districts, consult DAB 201.

As a commercial property and/or business owner it is crucial to know and understand your signage allowance. Every business is allotted square footage for permanent signs. Those are the signs permanently affixed to the building facade, monument and freestanding signs.

Businesses can also utilize temporary signs over and above the permanent signage allotted. Temporary signs advertise a sale, grand opening, special event or liquidation. A City permit is required for all temporary banner and inflatable displays.

## Banners

A **banner** is defined as any temporary sign having character, letters, illustrations or ornamentations applied to cloth, paper, fabric or other lightweight non-rigid material, with only such material for a backing, which projects from, hangs from or is affixed to a building, utility light pole or wire. The display surface shall have no blinking or flashing lights, nor be illuminated, animated or be constructed of reflective material. Banners include building decals, cable-hung banners and wave banners.

Feather/Wave Banners are strictly **dfc\J\HX**

### Duration

Banners are permitted for a maximum of ninety (90) days per calendar year in any combination of days.

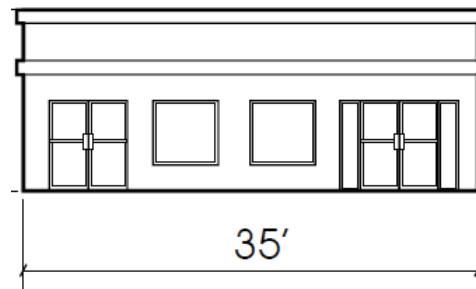
### Design


If the banner promotes a community event the event place, date and time are the primary copy. Any sponsor logos must be secondary to the event copy.

Banners cannot be illuminated, animated or constructed of reflective materials. The City permit approval sticker must be displayed on the bottom left hand corner of the banner.

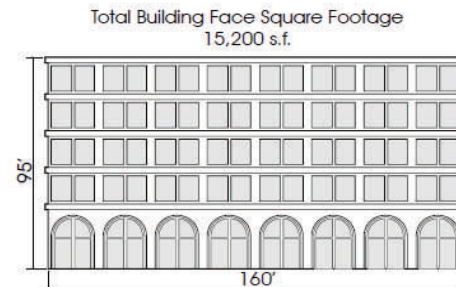
### Size


**Single Story Building** - A maximum of .75 square foot for each linear foot of exterior wall.



 .75 sq. ft. Per Linear Foot of Building (35') = 26.25 sq. ft.

**Multiple Story Building** - A maximum of five percent (5%) of the area of the exterior building wall on which it is hung.



 5% = 760 square feet

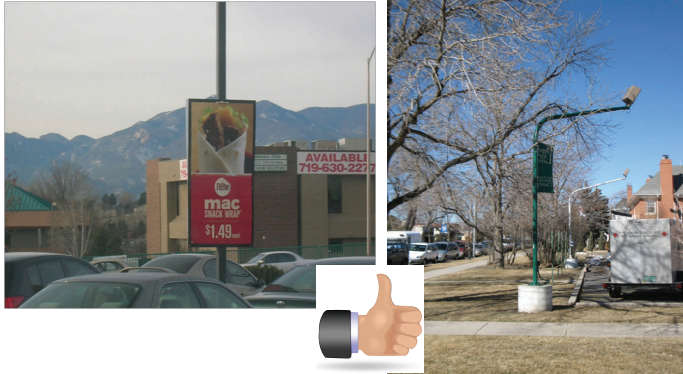
- The allowable sign square footage can be split among several banners or allocated to one single banner.

### Placement

The banner must be placed on the wall of the building from which it draws its allowed square footage.

Vertical banners attached to light poles in off street parking areas also are permitted. These may be no larger than 24"X48" and must be hung eight feet (8') from the ground in

pedestrian areas and fourteen feet (14') from the ground in vehicular areas.



Banners hung between T-post, attached to fences, retaining walls and/or vehicles and banners in landscape areas are **prohibited**.



Banners must be kept in good repair (not frayed, faded or sagging) and remain firmly attached to the building or light pole from which they are hung.

**Inflatable Displays**

An *inflatable display* is any sign consisting of a flexible material envelope of non-porous material shaped from inserted air or other gas used to promote special events, grand openings, sales and business transitions. Inflatable displays that wave in an irregular manner are strictly prohibited. Inflatables shall not have a sound system. Inflatables do not include individual latex balloons under 18” in size.

All *inflatables* must meet the following criteria:

**Number**

A maximum of five (5) inflatables are allowed per event. There is no size requirement. Balloons under 18” do not count towards the maximum.

**Duration**

May be displayed for fourteen (14) days per commercial event. Commercial events include sales, grand openings and business transitions.

Permits for no more than two (2) commercial events will be

issued to any particular business, development or location in a calendar year.

**Placement**

Ground mounted displays must be setback from the property line one and one-half (1½) times the height of the display.

Roof mounted displays must not exceed the maximum height for the zone district. A tether can be a maximum of fifteen feet (15’) long.

Inflatables cannot be attached to fences, landscaping, utility poles or light poles and must be securely anchored or attached so as to prevent dislocation, entanglement or encroachment onto adjacent properties or public streets, or undue hazard to motorists or pedestrians.



Inflatable displays that wave rapidly and erratically and portable inflatable billboards are **prohibited**.

5` banners and inflatable displays require a permit; currently permits are \$30.00 per permit.

**Additional Information**

Kurt Schmitt Schmitt, Sign Specialist  
 Development Review Enterprise  
 2880 International Circle, Suite #200-7  
 Colorado Springs, CO 80910  
 Hours: M-F 8:00-4:00; closed from 12:00 to 1:00  
 Phone: (719) 385-5072  
 Email: [kschmitt@springsgov.com](mailto:kschmitt@springsgov.com)

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