



# CITY OF SOUTH EL MONTE

1415 N. SANTA ANITA AVENUE  
SOUTH EL MONTE, CALIFORNIA 91733  
(626) 579-6540 • FAX (626) 579-2107

## TEMPORARY FLAG/BANNER PERMIT APPLICATION

(Print Name) \_\_\_\_\_ hereby makes application for a Flag/Banner Permit subject to the provisions required by the City of South El Monte. In consideration of the granting of this permit, it is agreed by the applicant that the City of South El Monte, its officers and employees, shall be saved harmless by the applicant from any liability or responsibility for any accident, loss, or damage to persons or property, happening or occurring as the proximate result of any work performed by the applicant undertaken under the terms of this application.

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

Address \_\_\_\_\_ City \_\_\_\_\_

Telephone No. \_\_\_\_\_

Banner Size: \_\_\_\_\_

Location: \_\_\_\_\_

Installation Date: \_\_\_\_\_

Removal Date: \_\_\_\_\_

Announcement: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

.....  
**FOR OFFICE USE ONLY**

\_\_\_\_\_  
Approved

\_\_\_\_\_  
Denied

\_\_\_\_\_  
Date



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### **BANNER REGULATIONS**

Banners may be used out of doors by commercial and industrial businesses, schools and churches to advertise special events and limited-time offers only. Banners shall not be placed or displayed in any location within a building that makes the banner conspicuous to persons outside of the building.

#### **Commercial and Industrial Advertising Banners:**

- A.** Each business may only display one banner at any one time, except that businesses located on a corner lot or a through lot may have one banner for each street frontage. Banners shall be displayed only after the City of South El Monte Community Development department has issued a permit.
- B.** Banners may only be displayed on the property where the goods and /or services are available to the consumer.
- C.** Each banner shall be no larger than thirty (30) square feet in size and may not obstruct the visibility of any other sign or business.
- D.** Advertising of each special event or limited-time offer by banner(s) shall not exceed thirty (30) days for each event or offer.
- E.** Advertising by banners shall be limited to an aggregate of one hundred twenty (120) days per year per business location.