



PROMOTIONAL ADVERTISING PERMIT APPLICATION

City of La Puente

15900 E. Main Street, La Puente, CA 91744 Telephone (626) 855-1500 Fax (626) 961-4626

\*\*\* PLEASE PRINT \*\*\*

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

Name of Applicant: \_\_\_\_\_

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

Address of Business: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

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

TYPE OF PERMIT

- checkbox Pennants checkbox Flags checkbox Banners (size \_\_\_\_\_)

ADVERTISING PERIOD

From: \_\_\_\_\_ to \_\_\_\_\_ Total Days: \_\_\_\_\_
From: \_\_\_\_\_ to \_\_\_\_\_ Total Days: \_\_\_\_\_
From: \_\_\_\_\_ to \_\_\_\_\_ Total Days: \_\_\_\_\_
From: \_\_\_\_\_ to \_\_\_\_\_ Total Days: \_\_\_\_\_
From: \_\_\_\_\_ to \_\_\_\_\_ Total Days: \_\_\_\_\_

You must notify the Community Development Department if you remove or reinstall a banner other than on the above dates.

CERTIFICATION

The undersigned hereby certifies that I am the checkbox property owner, checkbox business owner, or checkbox business manager of the above described property/premises and hereby file this application accompanied by a Permit Issuance Fee of \$ \_\_\_\_\_, and agree to removal of promotional advertising promptly upon the termination of the Permit time period.

Signature of Applicant \_\_\_\_\_ Date: \_\_\_\_\_

FOR CITY USE ONLY
PAP No. \_\_\_\_\_
Received by: \_\_\_\_\_ Date: \_\_\_\_\_
Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

GENERAL INFORMATION  
Promotional Advertising Permits

This category of permits is directly related to the promotion of grand openings, seasonal sales, and/or special events for business establishments and shall be limited to the following types of attention getting devices:

1. Banners. One banner (made of cloth, vinyl, canvas, or other similar non-paper materials) is permitted for each building tenant space. Corner tenant spaces or freestanding single-occupant buildings may maintain a maximum of two banners, which shall be displayed on separate sides of the building at any one time. Each banner shall not exceed a maximum of fifty (50) square feet in area. A banner shall be attached to, and parallel with, a wall of the building to which it is related. In no case shall banners be suspended between separate structures.
2. Balloon Displays. Individual balloons utilized in balloon displays shall not exceed 3.5 cubic feet in volume nor shall they extend beyond ten (10) feet from the point of attachment. No permits are required for balloon displays.
3. Window Advertising. Window advertising is restricted to twenty-five (25) percent of the overall window area. No permits are required for window advertising.
4. A promotional advertising permit shall be obtained from the Community Development Department. Unless otherwise stated, a permit for such promotional advertising shall not be issued for a period of time exceeding ninety (90) days for the same business or permittee in any one (1) calendar year. The permit may be exercised in up to six (6) increments per year. As per City Council Resolution No. 04-4423, a yearly permit fee of the number of days remaining in the calendar year from the day of issuance times \$57.00 dollars, divided by ninety (90) days shall be submitted prior to the issuance of the permit. In no case shall the fee exceed \$57.00 or be less than \$20.00. **You must notify the Community Development Department if you remove or reinstall a banner other than on the dates indicated on this application.**

I certify that I have read this application and I agree to comply with the City Ordinance regulating this Promotional Advertising Permit.

By \_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date