

EXHIBIT A

2. **Promotional Signage:** A Promotional Signage may be displayed for grand openings, special events, sales and promotions, provided that the following regulations are met:
- Before erecting or placing a Promotional Signage ~~display~~, a permit must be obtained as required in Section 7100.M. Application for permit must be made on a form provided by the Development Services Department. The application must be accompanied by a sketch or diagram showing the exact location of the display, any message being displayed, plus the configuration and boundary of the premises where the display will be erected or placed. The sketch or diagram need not be professionally prepared but must be drawn to a designated scale or drawn with marked dimensions.
 - Each business, institution or occupied tenant space shall be allowed to display one (1) Promotional Signs signage display three (3) two (2) times per calendar year, for a maximum display period of fourteen (14) consecutive days ~~per display each time~~. A minimum of ~~ninety (90) one-hundred and twenty (120)~~ days shall be required between each Promotional Signage permit. The fourteen (14) day display period will commence on the first day a Promotional Signage is displayed. In the case of a special promotion for a grand opening event, ~~a the maximum~~ display period may be extended to twenty-one (21) consecutive days provided that the promotion begins within the first three (3) months of the date of issuance of a certificate of occupancy ~~or business license~~ and the grand opening is limited to the address noted on the certificate ~~or license~~. Each Promotional Sign permit shall be limited to a maximum of (2) signs.
 - ~~All signage used for a~~ Promotional Signage ~~displays~~ must be removed at the end of the display period.
 - ~~Promotional signage may include any temporary sign allowed by this Ordinance~~ Promotional Signs must be selected from the six sign types illustrated below. Any sign that is not one of the six (6) sign types is expressly prohibited as Promotional Sign.

Banner Sign



Balloon Sign



Blade Flag



EXHIBIT A

<p><u>Pennant Signs</u></p>  <p><u>Three (3) lines of pennants constitutes one Promotional Sign</u></p>	<p><u>Wind Sign</u></p> 	<p><u>Yard Sign</u></p> 
<p><u>The images above are illustrative of the sign types allowed</u></p>		

- e. Promotional Sign~~ages~~es shall be contained on the property of the applicant and shall not extend into the City right-of-way. Signage shall not be located in any sight visibility triangle or visibility easement, nor shall any combustible materials be placed in contact with lighted signs or any electrical fixtures.
- f. Promotional Sign~~ages~~es shall not display information on any activity, event or person not located on the premises where the signage is permitted.
- g. Torn or severely weathered Promotional Sign~~ages~~es shall not be permitted.
- h. A separate permit is required for each fourteen (14) day period that Promotional Sign~~ages~~es will be used.