



Planning Division • 69-825 Highway 111 • Rancho Mirage, CA 92270
Phone: (760) 328-2266 • Fax: (760) 324-9851

BANNER PROGRAM APPLICATION PROCESS

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 Planning 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.
 - a. Correspondence shall be sent to the following email address: Planning@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
2. One (1) Site Plan identifying the building and elevation where the banner is to be located. The site plan shall note existing structures, parking, and adjacent streets.
3. One (1) Elevation (photograph) identifying where the banner is to be located on the building.
4. One (1) fully-dimensioned exhibit which accurately represents the proposed banner design. **Banners are limited to thirty (30) square feet in size.**

Per Rancho Mirage Municipal Code Section 17.46 (Temporary Use Permits), **outdoor displays shall be limited to four (4) separate events during each calendar year, not exceeding ten (10) days for each separate event, plus an additional four (4) separate events associated with any weekend during each calendar year which shall not exceed three (3) days for each such event, provided that each event is separated by at least fifteen days. Businesses will also be given the option to utilize their annual banner allowance in one 45-day time span in lieu of the eight individual events.** 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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BANNER PROGRAM APPLICATION

TO BE COMPLETED BY APPLICANT:

Applicant's Name/Title: _____

Mailing Address: _____

Phone Number: _____ E-mail Address: _____

Name of Business: _____

Business Address: _____

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: _____ Date: _____

Signature: _____

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

APN: _____ Zoning: _____

Calendar Year: _____

10-Day Events _____ _____ _____ _____

3-Day Events _____ _____ _____ _____

OR

One 45-Day Event _____

Case Number: TUP _____ Date Submitted: _____ Submitted To: _____

Filing Fee: _____ Receipt Number: _____ Check Number: _____