



**City of Walnut Creek**  
**Development Review Services**  
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## **Short-Term Promotional Programs for Automobile Sales Facilities**

**Background:** Section 10-2.3.118 of the Zoning Ordinance authorizes the issuance of Temporary Activity Permits for five consecutive days or less, no more than once on a quarterly basis, for Short Term Promotional Programs. These programs are defined as including arts & crafts shows, civic/community events, live entertainment events, outdoor retail sales, street fairs, swap meets, as well as other temporary uses which are permitted in the use regulations section with each zoning district. Section 10-8.107(2)(e) of the Municipal Code (Sign Regulations), permits banners, flags, pennants, streamers, and small balloons upon the issuance of a Temporary Activity Permit for a Short Term Promotional Program.

Section 10-8.108(1)(e) of the Walnut Creek Municipal Code (Sign Regulations) authorizes the issuance of Temporary Banner Permits for the placement of one temporary banner advertising special promotions that is displayed for five consecutive days or less, no more than once on a quarterly basis.

**Action:** The City recognizes that automobile sales are a unique use that differs significantly from other retail sales uses. By their nature, automobile sales normally occur in outdoor locations, and as such are not offered the same opportunities for promotional signs and decorations which other retail uses display inside their stores during sales and other promotional events. Therefore, it is the intent of the City to allow the issuance of Temporary Activity Permits for Short Term Promotional Programs for events such as sales (end of model year sales, inventory reduction sales, etc.) or other temporary promotions.

Temporary Activity Permits for Short Term Promotional Programs for automobile sales may be issued subject to the following guidelines and as authorized in Section 10-2.3.118 of the Zoning Ordinance:

An individual business can be issued one permit for either a Short Term Promotional Program or a Temporary Banner (not both) once a quarter for a maximum of five consecutive days. It is not the intent of the Zoning Ordinance and Sign Regulations to allow two promotions per quarter, or a single 10-day long promotion, through the issuance of permits for a Short Term Promotional Program *and* a Temporary Banner, or two back-to-back permits on adjacent quarters. For the purpose of issuing permits, quarters shall be defined as follows\*:

Quarter One: January 1 – March 31

Quarter Three: July 1 – September 30

Quarter Two: April 1 – June 30

Quarter Four: October 1 – December 31

\* The Planning Manager has the authority to make minor modifications to this schedule as conditions warrant.

After-the-fact permits will not be issued for Short Term Promotional Programs or Temporary Banners that were started or installed without the benefit of permit, if the total length of time before and after the issuance of a permit will exceed five days.

During the promotional event, temporary pennants, flags, and banners may be permitted provided they are removed immediately following the event. Small helium balloons may be permitted provided they do not exceed a diameter of 18 inches in diameter and are limited to a maximum six-foot-long tether.

Small inflatable figures may be permitted for the duration of the special event provided they comply with the following guidelines:

- All figures are ground-mounted (no roof or vehicle mounted displays);
- The maximum height is nine feet;
- The figures are only located on the sales lot (not within the public right-of-way, behind the first row of displayed vehicles, etc.);
- All required parking must be preserved;
- All vehicle and pedestrian access and circulation must be preserved;
- Animated signs and figures are not permitted.

Barbeques may be permitted subject to the following guidelines:

- All vehicle and pedestrian access and circulation must be preserved;
- Barbeques are not permitted within the public right-of-way;
- The business must first obtain approval from County Health Department and Fire District.

Other features may be considered by the Planning Manager.

Other types of events which are not generally consistent with these guidelines shall be subject to approval by the Design Review Commission and/or Planning Commission through the standard Conditional Use Permit and/or Design Review application processes.