



## **Temporary Activity Permits and Temporary Sign Permits**

### **Background:**

**1. Temporary Activity Permits** for Short Term Promotional Programs and Seasonal Activities may be issued by the planning staff in accordance with Section 10-2.3.118 of the Walnut Creek Municipal Code.

Short Term Promotional Programs. This classification includes the following events which last five consecutive days or less and occur no more than once on a quarterly basis\*:

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|---|---|
| (a) Arts and Crafts Shows, Outdoor                                  | (e) Street Fairs  |
| (b) Civic/Community Events  | (f) Swap Meets, Non-recurring (for a maximum period of 48 hours, no more than twice a year) |
| (c) Live Entertainment Events                                       |   |
| (d) Retail Sales, Outdoor (shall not exceed three consecutive days) |   |

\* The Planning Commission has the authority to extend the time limit of a Short Term Promotional Program beyond the five-day limit. For example, an outdoor retail sale that would last ten days would require Planning Commission approval.

Seasonal Activities. This classification includes the following events which last 16 consecutive days or longer or occur on a weekly, bi-weekly or monthly basis, but are not continuous:

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|--------------------------|--|
| (a) Christmas Tree Sales | (d) Swap Meets, Recurring (for a maximum period of 48 hours) |
| (b) Farmers Markets      | (e) Vendor Carts   |
| (c) Pumpkin Sales        |  |

**2. Temporary Sign Permits** for Business Openings and Temporary Banners may be issued by the planning staff in accordance with Sections 10-8.108(1)(a) and (e) of the Walnut Creek Municipal Code.

Business Openings. This classification includes the placement of small balloons, pennants, banners, and similar advertising devices that are removed within 15 days of the first day of a business opening or within 20 days of their installation, whichever comes first. Business Openings include the following:

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|-------------------------------|---|
| (a) Opening of a new business | (d) Reopening of a business which was closed for remodeling for at least two weeks. |
| (b) Change in business name   |   |
| (c) Change in local ownership |   |

Temporary Banners. This classification includes the placement of **one** temporary banner advertising a special promotion that is displayed for five consecutive days or less, no more than once on a quarterly basis.

## Action:

In general, Short Term Promotional Programs and Seasonal Activities are intended to allow for special events and sales which, when operated temporarily, are not detrimental to the public and surrounding businesses. The purpose of Temporary Activity Permits is to ensure proper review and mitigation of impacts to parking, circulation, pedestrian safety, litter, and other impacts.

Permits are not typically necessary for small events that last less than a few hours, do not include any temporary signing or sales, do not have the potential of creating any of the above described impacts, and which are smaller in nature than the uses described in the Temporary Use Classifications section of the Zoning Ordinance (Section 10-2.1.403(G)). Examples include a person handing out free samples as they walk around (this may require a Solicitors Permit from the Business License Division), a musician playing background music at a restaurant for a special occasion, or a store conducting a special promotion within their building without the use of additional outdoor signage.

Temporary signage is permitted with Short Term Promotional Programs and Seasonal Activities but should be considered secondary to the event itself. Temporary Activity Permits will not be issued solely for additional or special-purpose advertising for a business or organization\*. Specifically, Temporary Activity Permits for Short Term Promotional Programs and Seasonal Activities will not be issued for:

1. Banners and pennants for End of the Month, End of the Year, Anniversary, Birthday, or similar sales which advertise specials on merchandise or services normally offered by the business.
2. Temporary Banners or signs not considered secondary to the event itself.
3. Promotional Events and Activities which do not require any exterior display, storage, or set up, and are operated completely within the building.

\* See Policy Bulletin PB-8 for Short Term Promotional Programs involving automobile sales facilities

## Timing of permits

An individual business or organization 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 in the same quarter, 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.

## Application

Applications for Temporary Activity Permits should be submitted a minimum of ten business days prior to the commencement of any activity to allow time for review by applicable City departments.

Applications for Temporary Sign Permits should be submitted a minimum of five business days prior to the installation of the banner.