

F. Banners.

1. Definition.

- a. For the purposes of this section, "banner" shall be defined as any sign displayed for a limited period of time, intended to inform the public of a unique happening, action, purpose or occasion, such as a special hiring event, job fair, or grand opening, printed or displayed on cloth or any other flexible material, with or without frames. Banners may be used to supplement permanent signage but are not to substitute for an investment in permanent signage.
- b. Regulation of items such as balloons, flags, pennants, streamers, inflatable statuarities, wind-activated devices, portable reader boards and searchlights is not included in this section.

2. Applicability.

- a. The regulations of this section shall apply to the following zoning districts: O, C-1, C-2, C-3, C-4, M-1, M-2, M-3 and PUD.
- b. The regulations of this section shall also apply to the following uses: church or other place of worship, public or private school, municipal, county or state government, nonprofit or civic organizations.

3. Number.

- a. No more than one banner may be placed on a site at one time.
- b. The banner may be installed as wall-mounted or ground-mounted, provided that the size and location requirements contained in this section are met.
- c. No more than two banners per year may be installed at the same location.

4. Size. The banner shall not exceed 50 square feet or one square foot for each linear foot of building wall or lease space where the banner(s) will be installed, whichever results in the lesser sign area.

5. Location.

- a. Banners shall be placed on the building or site of the business or organization requesting the banner(s). No off-premise banners shall be allowed.
- b. Wall-mounted banners shall be securely attached to the building, shall not extend above the roof line of the building and shall lie flat against the building surface at all times.

- c. Ground-mounted banners shall be located at least five feet from the property line, shall be a maximum of six feet in height from the surrounding grade and shall not be attached to trees or utility poles.
6. Time period.
 - a. Each banner may remain in place for a maximum of 30 consecutive days.
 - b. Banners are permitted a maximum of 60 days per calendar year on any lot.
7. Special provisions.
 - a. Ground-mounted banners shall be securely attached at the top and bottom corners to a metal frame.
 - b. Landlord approval in writing shall be required for banners to be installed at leased spaces.
 - c. New businesses or businesses relocating to an entirely new location shall be allowed one banner for a 30 day period that shall not count against the annual total, for the purpose of announcing the opening of the business or a specific grand opening event. Eligibility of a new or relocated business shall be confirmed by the business license records held in the building department of the City of Olive Branch.
8. Permits and fees.
 - a. A permit to install a banner shall be required. Multiple banners, to the extent allowed by this section, may be processed under the same application and cover a time period not to exceed one calendar year.
 - b. Uses listed in subsection (2)b. of this section shall complete the permit application form but shall be exempt from the payment of fees.
 - c. Fees shall be charged per banner at an amount established by the Board of Aldermen.
 - d. A lump sum fee for all banners to be installed at a location during one calendar year may be paid if the application and fee payment are accompanied by a schedule for the banner installations and such schedule complies with the other provisions of this section.
9. Violations.
 - a. The following actions shall be considered violations of this section:
 - i. Installing a banner without obtaining a permit and paying the applicable fee.
 - ii. Failure to remove a banner within the prescribed time frame.
 - iii. Failure to maintain banners in good repair, with no frayed edges, faded lettering, holes or similar signs of deterioration.
 - b. No new banner permits shall be issued during the calendar year in which a violation occurs.

BANNERS MUST BE ENCLOSED IN METAL FRAME

