

City of Loveland

Temporary Sign Code

This document is not intended to cover all of Loveland's sign code. It is intended to answer questions that business owners may have regarding temporary signage in the City of Loveland.

If you are planning on erecting a permanent sign for your business, check with the Current Planning Office before moving forward

What Is Considered A Temporary Sign?

The following temporary signs are allowed when used in conjunction with an established business provided that not more than two types of temporary signs are used at one time and that the total time for all temporary signs for each business does not exceed 60 days per calendar year:

- Balloons and other types of lighter than air objects that have no linear dimension greater than 2 feet.
- Pennants, valances, or wind powered devices.
- Banner or banners which do not cumulatively exceed 100 square feet in total sign area.

Light bulbs are allowed when used in conjunction with a temporary use and their use does not exceed 60 days per calendar year.

Large balloons and other types of lighter than air objects that have a dimension greater than 2 feet. (7 days during a six month period).

Searchlights. (3 days per calendar year).

Is A Permit Required For Temporary Signs?

Yes, in the City of Loveland a permit is required prior to placing any temporary sign on your property. There is no charge for such permits and permit forms are available from the Building Division or by logging onto the City web site at www.cityofloveland.org, under City Departments click on "Development Services", next click on "Building" and then click on "Downloadable Forms and Documents". The temporary sign permit is in the column labeled "Commercial Forms". Permits should be submitted to the Building Division and they are then reviewed by Current Planning staff.

Is There A Penalty For Not Obtaining A Permit Prior To Displaying A Sign?

Anyone displaying banners, pennants, balloons, or searchlights without a permit is subject to a summons or a penalty assessment notice for a violation of the Loveland Municipal Code.

In What Zoning Districts May Temporary Signs Be Used?

Temporary signs are allowed in Business and Industrial zoning districts.

How Long Can Temporary Signs Be Displayed?

- Banners, pennants and small balloons may be displayed for sixty days per calendar year per address. Those sixty days may be divided up and used as desired. For example, a business could display a banner for twenty days in the spring, a set of pennants and a couple of banners for a sale in the summer for ten days and then put up a banner for thirty days for a Christmas sale. Another business could receive a permit to display banners for thirty consecutive weekends. The time may be divided up in any manner as long as banners, pennants and small balloons are not displayed for more than sixty days per calendar year.
- Large balloons which have a dimension greater than 2 feet are allowed for a maximum of seven days during a six month period for special events such as carnivals and grand openings. A permit is required prior to displaying the balloon.
- Searchlights are allowed for three days per calendar year with a permit.

Where Can Temporary Signs Be Displayed?

- Banners, pennants and small balloons can be displayed on the wall of a building which is visible from a street, parking area, or other public or private way. The banner, pennants or small balloons **must be attached to the building** and not extend more than 20 feet from the front of the building or over any vehicular way or parking area. Any temporary sign over a public walkway must have a minimum clearance of eight feet. Balloons are allowed to extend a maximum of eight feet over the top of a wall.
- No sign can be located to impair traffic visibility or the health, safety and welfare of the public. The direct or reflected light illuminating any sign must not create a traffic hazard or otherwise be detrimental to public health, safety and welfare.

Is There A Size Limit?

Banners must be less than 100 square feet in size. If using more than one banner the cumulative or total area cannot exceed 100 square feet. Small balloons may not exceed two feet in dimension.

Can I Place A Temporary Sign In The Street Right-of-Way?

No. A banner, pennant, balloon or any other temporary sign cannot be placed across any street, alley or avenue or on any utility pole, traffic device or in the right-of-way.

What Signs Are Not Permitted?

The following signs are not permitted: Animated and Flashing Signs. Signs either inside or outside a building and which are visible from a public right-of-way, except for automatic time and temperature signs and electronic message boards which do not change copy more frequently than every five seconds, and traditional barber poles.

- Roof Signs. Signs projecting above the eaves of a roof are not permitted unless as part of a planned sign program.
- Off-premise Signs. Signs directing attention to a business that are located on property other than the property containing the business.
- Portable signs, which include, but not limited to:
 - Sandwich boards.
 - Signs designed to be displayed while mounted or affixed to the trailer by which it is transported.
 - Signs with wheels remaining otherwise attached during display.
 - Signs mounted on transportable frames with wheels removed.
 - Signs attached or affixed to a chassis or other moveable support constructed without wheels.
 - Signs designed as, or converted to, A-frame or T-frame signs.
 - Signs attached temporarily to the ground, a structure or other signs.
 - Signs mounted on a vehicle and visible from the public right-of-way.
- Light Bulbs. Except as part of a planned sign program.
- Freestanding Signs made of paper or other nonpermanent material.
- Signs in the public rights-of-way.

Contact Information

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Or

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