



## **Brief Explanations**

### **Signs, Business and Special Promotions**

The Planning Department processes sign permit applications, and applications for temporary signage for special promotions. The City's sign ordinance prohibits any person from erecting and/or altering any permanent or temporary sign without first submitting a sign application and receiving a sign permit from City staff, unless the sign is exempt under City code. Please contact the Apple Valley Planning office at (952) 953-2575 if you have any questions about sign permits.

#### **Permanent Signs**

The City of Apple Valley has a sign code that requires all businesses to obtain a sign permit before erecting any building, pylon, or ground sign. The sign permit fee is based upon the floor area of the business and on the zoning district in which the business is located. All signs must be of a permanent nature and must be affixed to the building on a sign band. The City code prohibits paper signs, flashing signs, moveable signs, and painting directly on the building and/or pylon.

In addition to businesses, any single-family or multiple-family residential development must obtain a sign permit before erecting a permanent monument/development sign. These signs must be maintained either by the residents' association or by the City. If the residents' association chooses to have the City maintain the monument sign, the association must pay the City a fee.

#### **Temporary Signs and Special Promotions**

All businesses located within the City of Apple Valley are allowed three (3) special outdoor promotions, not to exceed 10 days each, including sidewalk sales, per calendar year. A permit is required for the special promotions; there is no fee for this permit. The special outdoor promotions must take place on the business' premises and may not interfere with either pedestrian or vehicular traffic.

A business may erect a temporary banner, balloon, or flags (NO moveable signs and/or changeable copy) to advertise a special promotion or a specific business event, such as a grand opening or special sale event. The signs must be professional in construction and may not be constructed of paper. Moveable signs and flashing or revolving signs are strictly prohibited. The temporary sign must be located on the property of the business and must be approved by the property owner, not just the leasing tenant or the company erecting the sign. A permit is required for any temporary signs. There is no fee for this permit, but it must be approved by the City prior to the installation of the temporary sign. A temporary sign permit generally takes 2 days to review and approve. All applications should be submitted to the City in a timely manner. The temporary sign permit is valid for 15 days, and each business is allowed two (2) sign permits a calendar year.

Please contact the Apple Valley Planning office at (952) 953-2575 if you have any questions about special outdoor promotion or temporary sign permits.

## **Signs, Real Estate and Sale**

Real estate signs account for 80 percent of the 500-plus signs collected annually by Code Enforcement staff. Whether you plan to sell your home yourself or go through a real estate agency, please remember the following guidelines when placing signage to advertise your home:

One sign per frontage (corner lots are allowed two signs) placed within the property lines, not on the right-of-way or boulevard. Typically the right-of-way extends 13 feet behind the curb.

Open house signs advertising a particular home that is open for inspection, a limited number of hours, may be placed on City right-of-ways within a six (6) block radius of the open house on the day of the open house and only during the hours of the open house.

Directional signs are generally not permitted anywhere in the City.

If you have questions regarding City Code 154.03(D) Signs Allowed without a Permit, please contact Code Enforcement at (952) 953-2570