

City of Northfield, Minnesota	Policy Number: 4.04
COMMUNITY DEVELOPMENT	Adopted: N/A
PROMOTIONAL TEMPORARY SIGN PERMIT POLICY	Revised: 01/16/2019

1.01 PROMOTIONAL TEMPORARY SIGN PERMIT POLICY

A. PURPOSE

The purpose of this policy is to have uniform criteria related to the placement and timeline of banners posted on private property outside of the right-of-way. The objective for the policy is to provide a space for non-profits, event based activities, or charities to promote activities or events happening within the City of Northfield. Banners are to be used for noncommercial and nonpolitical purposes only.

This option to post banners on private property is a productive alternative to Ames Park location. The Ames Park banner space is often reserved three months in advance to the date of the event. This makes it difficult for all community organizations to utilize the space because some events overlap. Property owners are receptive and willing to accommodate these groups to promote their event. A signature must be obtained from the property owner to ensure the organization has requested and been granted permission to post their sign/banner.

B. SCHEDULING OF BANNER SPACE

1. A time-line for the display will be given and must be followed. Failure to do so will result in the loss of future use of the area for display.
2. Signs may not be posted longer than 14 days prior to the event and must be removed on the last day approved for display.
3. The sign is allowed for a maximum of 28 days within any single 12-month period.
4. Applications are not accepted more than three months prior to the date of the event.

C. COST

No fee is required.

D. OTHER REQUIREMENTS

1. Applicant must submit an application with a rendering or picture of the proposed sign to the Community Development department.
2. All signs must be either for a non-profit, event-based activity or for charity within the City of Northfield.
3. Sign may not be installed until written approval is received from the Community Development Department.
4. Sign must be posted on private property, outside of the right-of-way, and not impede visibility

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for vehicles or walkways for pedestrians.

5. Submittal of the application and sign rendering may be dropped off at City Hall, mailed in or electronically submitted to Mikayla Schmidt at mikayla.schmidt@ci.northfield.mn.us

E. OPERATIONS

The Community Development department manages the requests to post signs on private property to promote events. Currently, Mikayla Schmidt, takes in the applications and schedules the requests accordingly.

F. EFFECTIVE DATE OF POLICY

There is no effective date of this policy. This is an internal policy, based off language in the Land Development Code, used to by staff in the Community Development department to implement the use of posting banners on private property.

G. ATTACHMENT

The Promotional Temporary Sign Permit is attached.



Temporary Sign Permit:

Promotional

Requirements:

1. Submit application with a rendering or picture of the proposed sign must be completed and submitted to Community Development Department. No fee is required.
2. A time-line for the display will be given and must be followed.
3. Signs may not be posted longer than 14 days prior to the event and must be removed on the last day approved for display.
4. The sign may be allowed for a maximum of 28 days within any single 12 month period.
5. All signs must be for a non-profit, event based activity or for charity within the City of Northfield.
6. Applications are not accepted more than three months prior to the event.
7. Sign may not be installed until written approval is received from the Community Development Department.
8. Sign must be posted on private property, outside of the right-of-way, and not impede visibility for vehicles or walkways for pedestrians.
9. Submittal of the application and sign rendering may be dropped off at City Hall, mailed in or electronically submitted to Mikayla Schmidt at mikayla.schmidt@ci.northfield.mn.us

Name of Event: _____

Date(s) of Event: _____

Dates Requested for Display: _____ to _____

Sign Dimensions: _____

Applicant

Printed Name: _____

Email: _____ Phone: _____

Signature: _____ Date: _____

Property Owner

Address/Description of where the sign will be posted: _____

Printed Name: _____

Email: _____ Phone: _____

Signature: _____ Date: _____

Staff Signature: _____ Date: _____