

Temporary Signs

In order to maintain a high-quality, attractive business community, the Town of Windsor requires that all temporary signs meet certain standards regarding size, location, mounting, quality materials, etc. The Municipal Code allows for temporary signs that advertise a special event such as a sale, exhibition, or other promotional event.

Temporary sign requirements - Section 15-17-130:

- Temporary signs require a sign permit to be obtained from the Town Planning Department, however, there is no fee associated with the permit. The permit specifies the type of sign, sign location and dates the sign will be displayed.
- Each business is allowed to display banner, H-frame or teardrop signs for up to sixty (60) days per calendar year. These days may be consecutive or on intermittent dates. Please refer to the Municipal Code for specific regulations pertaining to each respective type of sign.
- A business may also utilize one (1) large inflatable device for up to seven (7) days within any given six (6) month period. A temporary sign permit is required and the seven (7) days is subtracted from the allowable sixty (60) days for that calendar year.
- Temporary signs are only allowed to be displayed on the same property as the business or special event that is being advertised. Any off-premise signs require conditional use grant review and approval from the Planning Commission and Town Board.
- Temporary signs cannot be located within road rights-of-way or easements and cannot be mounted to trees or other landscaping or utility poles, traffic signs or other similar structures.
- Temporary signs need to be constructed of high-quality materials and need to be maintained so that the sign does not deteriorate in wind and bad weather conditions.

Building mounted banner-type signs – Up to two (2) banner-type signs advertising a special event are allowed at any one time. Banners are to be mounted flush to a building wall, but cannot be mounted between building columns or other architectural features of the building. Banner-type signs are allowed a maximum sign area of forty- five square feet (three feet tall by fifteen feet wide) but cannot be wider than the building wall upon which it is mounted.

Q: How can I display my banners?

A: Banners need to be mounted flush to a building wall.



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Q: Can I tie my banner between two posts?

A: No, banners cannot be tied between stakes; the banner needs to be mounted flush to a building wall.

Q: Can I tie my banner between trees or other items?

A: No, banners cannot be tied between trees or other items; the banner needs to be mounted flush to a building wall.



Freestanding H-frame real estate-type signs - These signs are similar to real estate “for sale” signs used to advertise a special event (“for sale” signs are addressed elsewhere in the Municipal Code). These signs are limited to a maximum of six square feet in area per side (two sides maximum) and only one sign is allowed at any one time.



Q: What materials can I use for an H-frame sign?

A: H-Frame signs need to be constructed of a high-quality material as opposed to cardboard, plastic or paper.



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A-frame or sandwich board signs for menu and daily specials These signs do not require a temporary sign permit. They are used typically to advertise a lunch special or other non-recurring daily special. Daily special signs are limited to a maximum of six square feet in area per side (two sides maximum) and need to be located in an area



within fifteen feet (15') of the entrance to the subject business without impeding pedestrian circulation. Daily special signs cannot be located within landscape buffer areas. These signs must be taken in each day at the close of business.

Q: Do I need a permit for a daily special sign?

A: No permit needed. These signs must be within 15-feet of the entrance and must be taken in each day at the close of business.

Teardrop signs - These signs may be up to fifteen (15) feet in height and the number of signs is limited based on the square footage of the business and the classification of the street on which the business fronts. Businesses eligible to display teardrop signs include: individual freestanding businesses; principal anchor tenant(s) of a shopping center; or a tenant in a multiple tenant building that occupies more than 50% of the total building square footage.

Square Footage	Teardrop Signs Allowed	Street Type
Greater than 75,000	5	Arterial or collector
Between 50,000 and 75,000	4	Arterial or collector
Greater than 5,000	3	Arterial or collector
Less than 4,999	2	Arterial, collector or local street



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Pennants, streamers, etc. - Section 15-17-70(c) of the Municipal Code prohibits signs consisting of strings of lights, ribbons, streamers, spinners or similar moving, fluttering or revolving devices.*

* Except for grand openings – see Section 15-17-135 of the Municipal Code. (below)



Grand Opening - Section 15-17-135:

Upon receipt of a certificate of occupancy (either temporary or permanent); a sales tax license; and a temporary sign permit, a business owner may display temporary grand opening signage for up to fourteen (14) consecutive days (these 14 days are in addition to the normal allowable 60 days for the calendar year).

A combination of any two (2) of the following temporary signage options may be used to advertise a grand opening:

- No more than two (2) building-mounted banners
- Teardrop signs (number of signs based on the square footage of the business and street classification per Section 15-17-130)
- No more than two (2) strings of pennants, streamers, ribbons, lights, etc.
- Small inflatable devices in accordance with the requirements of Section 15-17-130
- One large inflatable device (up to 14 days for the purposes of grand openings)
- One searchlight or beacon (limited to not more than three (3) days out of the grand opening period)

The information contained in this packet is intended to provide general guidance regarding the Town of Windsor's requirements for temporary signs for commercial and industrial businesses and is not intended to be all-inclusive. To view an online version of the Town of Windsor Municipal Code, including complete sign regulations, please visit [Town of Windsor Municipal Code-Chapter 15](#) , Article XVII. For a paper copy of complete requirements or questions, please contact the Town of Windsor Planning Department at (970) 674-3490.