



City of Germantown Temporary Sign Policy During Back-to-Business Timeframe

Intent: The purpose of this policy to allow businesses reopening under the Back-to-Business plan to advertise to customers that they are open for business.

1. Sign Type, Size, Amount and Content

- a. Each business open for operation will be permitted the following:
 - i. one (1) temporary horizontal banner in a size not to exceed 3'x10' – 30 s.f. (made of vinyl)
 - ii. Up to two (2) sandwich board signs, with a sign face area no larger than 24"x36"
- b. Each sign shall advertise for that specific business only. The content shall be limited to business operations (e.g. hours of operation, take out, curbside, etc.) and not for product advertisement.

2. Location

- a. All temporary signs shall be located on the property of that business which is open for operation. Temporary signage for closed businesses, as well as temporary signage pertaining to other businesses in other locations, is not permitted.
- b. Temporary banners shall be affixed on all four corners to the building, located near the main entrance.
- c. Sandwich board signs shall be located near the main entrance of the business. At the close of business each day, sandwich board signs shall be removed from the outdoor premises and stored inside.

3. Duration and Permit

- a. Temporary banners and sandwich board signs are permitted for every business reopening during each phase of the Back-to-Business plan. Temporary banners and sandwich board signs will be allowed for 30 days after the start of Phase 3 of the Back-to-Business plan.
- b. No permit is required for these specific temporary signs during the Back-to-Business plan period.
- c. City of Germantown Code Compliance staff will be visiting businesses during this timeframe in order to review these temporary signs and answer any questions.

Adopted by the City of Germantown Economic and Community Development Director, 4-30-20.