

## Guidelines for the Display of Special Event Signs at Pease International Tradeport

**Purpose:** To allow the temporary display of Special Event Signs by PDA tenants at the Pease International Tradeport.

**Definitions:** “Announcing Sign” A temporary sign erected at a construction or renovation site announcing the project and typically allowed until such time as the permanent signage is installed or the building is occupied. (Announcing signs are not addressed in these Guidelines.)

“Banner” Any sign of light weight fabric or similar material that is mounted to a pole, building or other approved structure by a frame or rope at one or more of the banner edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

“Path-finding Sign” A temporary Special Event Sign placed along a right of way that serves to direct visitors to a special event.

“Special Event Sign” Any sign (including a banner) that is displayed for the purpose of:

1. Promoting a special event of a civic or tenant interest;
2. Announcing the grand opening of a retail business; or,
3. Recognizing a special achievement or milestone.

**Special Event Signs Allowed on Leased Property:** Special event signs may be temporarily displayed on leased property provided that the following conditions are met:

1. The display is limited to one consecutive seven day period (30 days for retail grand openings) every three months, for a total of four events per year. If a Special Event Sign is not used in a quarter it shall not be carried over to the next quarter;
2. The Special Event Sign(s) shall be displayed on the same lot as the event being promoted;
3. Special Event Signs shall be limited in number to no more than 18 square feet per lot of 5 acres or less and no more than 36 square feet on lots of greater than 5 acres;
4. Special Event Signs shall have a maximum area of 18 square feet; and,
5. An approval to place the Special Event Sign(s) has been secured from the PDA Building Inspector.

**Special Event Signs Allowed in Rights of Way:** No Special Event Signs shall be allowed in the rights of way except for Path-finding Signs provided that the following conditions are met:

1. Path-finding signs shall be erected no sooner than the evening prior to the event and shall remain in place no more than twenty-four hours; and,
2. Path-finding signs are no more than two square feet in area.

**Special Event Signs Prohibited:** All special event signs not expressly permitted by this policy are prohibited. Such signs include, but are not limited to:

1. Special event signs advertising a sale or promotion; and,
2. Special event signs supported by temporary posts, poles or other structures, unless approved by the PDA Building Inspector.

**Approval of Special Event Sign Installations:** Before placing any special event signs, the Lessee shall submit a written request to the PDA Building Inspector. Such request shall include:

1. The nature of the event being promoted by the special event signs;
2. The date(s) of the event;
3. The dates that the special event signs will be displayed;
4. The number, type, size and location of the proposed special event signs; and
5. A colored sketch of the proposed sign(s).

The PDA Building Inspector shall review the request for conformance with the provisions of these guidelines and the PDA Land Use Controls and shall notify the Lessee of the decision to approve or deny the request.

Adopted October 6, 2005