



TOWN OF TAOS  
BANNER PERMIT APPLICATION  
CODE OF ORDINANCES CHAPTER 15.08



SECTION I

Physical Address of Business: \_\_\_\_\_  
Business Name: \_\_\_\_\_ Business License #: \_\_\_\_\_  
Business Address: \_\_\_\_\_ Business Telephone #: \_\_\_\_\_  
\_\_\_\_\_ Fax #: \_\_\_\_\_  
City, State Zip Code

SECTION II

Applicant Name: \_\_\_\_\_ Contact Telephone #: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ Alternate Telephone #: \_\_\_\_\_  
\_\_\_\_\_ City, State Zip Code

SECTION III

Name of Property Owner: \_\_\_\_\_ Contact Telephone #: \_\_\_\_\_  
Signature of Owner: \_\_\_\_\_  
By signing this application, the owner gives consent to the said business for the location that banner will be placed.

SECTION IV

Number of banners to be erected \_\_\_\_\_ Banner size(s) \_\_\_\_\_ Length \_\_\_\_\_ Width \_\_\_\_\_  
Building Frontage: Height: \_\_\_\_\_ x Length \_\_\_\_\_ x .07 = \_\_\_\_\_ Square footage allowed for banners  
(This is for the Tenant's space only)  
When was the last time you had a banner permit? \_\_\_\_\_  
Is there presently a banner, festoons or other attention getters on your building other than your permitted signage?  
 Yes  No If yes, please describe \_\_\_\_\_

SECTION V

It is the applicant's responsibility to comply with all codes and ordinances. Sign permit applications will not be accepted if all submittals on this checklist are not provided. Additional information may be required.

- Position of banner(s) in relation to nearby buildings or structures. (See Example #1 and #2)
- A sketch or ink drawings of the banner. Plans must include dimensions. (Photos will also be accepted)
- A sketch of the building and/or lot where banner is to be placed. (See Example # 1 & 2) (Photos will be accepted)
- Samples of colors to be used (Maximum of four (4) colors with black and white as neutral.)

I hereby certify that I have read and examined the information contained on this application, and know the same to be true and correct. All provisions of codes and ordinances governing this type of work will be complied with whether specified herein or not.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

THE FILING OF THIS APPLICATION SHALL NOT IMPLY OR DEEM APPROVAL OF SAID APPLICATION

**FOR OFFICE USE ONLY** PERMIT NUMBER: \_\_\_\_\_  
Application Reviewed By: \_\_\_\_\_ Date: \_\_\_\_\_  
 Approved Fee: \_\_\_\_\_ Receipt Number: \_\_\_\_\_ Zone: \_\_\_\_\_  
 Rejected Reason(s): \_\_\_\_\_



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SECTION 15.08.180 – NUMBER OF SIGNS ALLOWED FOR SINGLE BUSINESSES.

- D. A banner used as an attention getter shall only be permitted within the town when erected within the confines of private property building line and used for promotion of a special event, sale or exhibit. The permit period for such signs shall not exceed thirty (30) days, however, any business may obtain up to four (4) such permits during any twelve (12) month period and such permits may be issued for consecutive thirty (30) day periods upon payment of the fee required for each such permit (section 15.08.120 of this chapter). In addition to the four permits allowed per calendar year for banners, each commercial business will be allowed to hang (1) banner for (1) day a month provided the following criteria are met: 1) the size, color and design of the proposed banner meet the same design standards for signs as referenced in Section 15.08.190 of the Town of Taos Sign Code Ordinance. 2) The applicant submit the request to hang the proposed banner to the Town of Taos at least (5) working days prior to the use of the banner. 3) The applicant receives a banner permit from the Town of Taos Code Administrator.
- E. Banners advertising public entertainment or a civic event may be displayed beginning fourteen (14) days prior to and shall be removed within three (3) days after the public entertainment or civic event. Banners are subject to the permit process and the two dollars (\$2.00) per square foot permit fee shall apply. (Ord. 05-06, 2005)

SECTION 15.08.190 DESIGN, TRIM, COLOR AND LETTERING

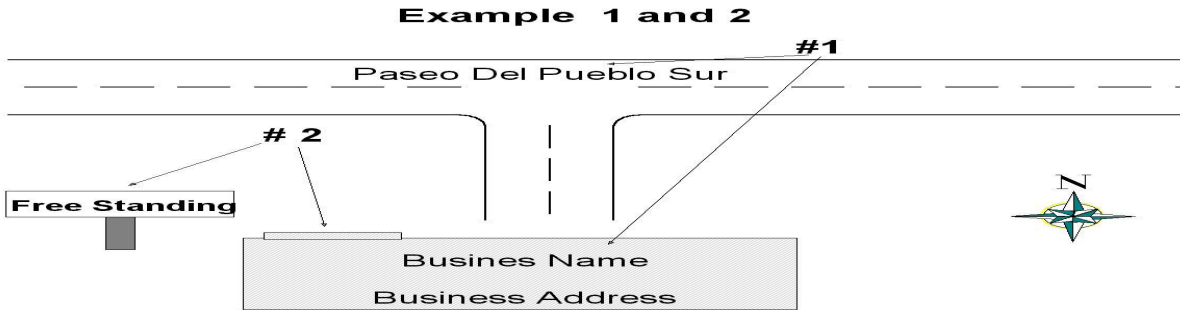
- A. All signs erected or maintained in the town shall meet the following design standards:
1. No banner or part thereof shall contain any fluorescent colors.
  2. No banner or part thereof shall contain a total of more than four (4) distinct colors, not counting black and white.
  3. No banner shall contain more than two (2) types of lettering.

SECTION 15.08.230 PENALTIES FOR VIOLATION OF CHAPTER.

Any person violating any provisions of this chapter shall be deemed guilty of a petty misdemeanor and upon conviction thereof, shall be fined not less than fifty dollars (\$50.00) nor more than three hundred dollars (\$300.00). Each day such violation is committed or permitted to continue shall constitute a separate offense, and shall be punished as such hereunder.

**EXAMPLES ONLY**  
**NOT INTENDED FOR USE BY APPLICANT**

**LOCATION SITE AND SKETCH OF BUILDING:**



**Example # 3**  
**MEASUREMENTS NEEDED FOR COMPUTATION OF ALLOWABLE SIGNAGE:**

