



Temporary Promotional Sales Sign Permit Application

Development Services Department – Planning Division
460 N. Euclid Avenue
Upland, CA 91786
(909) 931 – 4130

STAFF USE ONLY	
SIGN PERMIT #:	

APPLICANT NAME: _____

PROPERTY OWNER NAME: _____

ADDRESS: _____

ADDRESS: _____

PHONE: _____

PHONE: _____

E-MAIL: _____

E-MAIL: _____

DESCRIPTION OF PROPOSED SIGN(S) (See Reverse for Promotional Sales Sign Guidelines)
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Purpose of Display: _____

Proposed Text: _____

Installation Period – From: _____ To: _____

Date(s) of Last Display, if any: _____

Location/Address (attach list, if necessary): _____

Size/Material: _____

Attachment Method: _____

APPLICANT CERTIFICATION/PROPERTY OWNER AUTHORIZATION
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I hereby certify that 1) I have obtain the property owner’s authorization to install a temporary sign at the location(s) indicated on the application; 2) that the information I have presented in this application is true and correct to the best of my knowledge and belief; and 3) I agree to comply with the sign guidelines on the reverse of this application.

Signature

Date

STAFF USE ONLY				
DATE RECEIVED:	RECEIVED BY:	FEES:	RECEIPT NO.:	ASSIGNED PLANNER:
SIGN PERMIT EXPIRATION DATE:				

FILING REQUIREMENTS

- Site plan with proposed location and dimensions of sign.
- Colored photos of sign (if available).
- A letter of authorization from the property owner(s) is required if the application is not being made by the property owner(s).

FILING FEES:

Sales Promotion Filing Fee: \$290.00
 Subdivision or Real Estate or Construction Sign Fee: \$700.00

CITY OF UPLAND – TEMPORARY PROMOTIONAL SALES SIGN GUIDELINES (UMC Section 17.15.150)	
Definition/Purpose:	For the purpose of advertising promotional sales programs of businesses in non-residential areas.
Type:	Flags, banners, pennants, balloons, window and interior banners or signs.
Time Limitation:	May be permitted for a maximum of eight weeks within each quarter.
Location:	Only on private property, in non-residential areas, and on the same property where the business being advertised is located (i.e., no off-site signs).
Size:	May not exceed 120 square feet . Window signs may not obscure more than 50 percent of the total window area of any window visible from a public street, right-of-way, or parking lot
Maximum Number:	Not more than one sign may be displayed on each frontage on a public street, right-of-way, or parking lot per business in a center.
Attachment:	<ul style="list-style-type: none"> • Flags and banners may be posted inside a window or affixed to a building wall below the roofline on the building in which the business is located; if the building is a multi-tenant building, the temporary sign shall only be attached in front of the tenants lease space. Pennants and balloons shall be placed against the building; • May not be attached to any tree, fence post, utility pole, staked in the ground or affixed in any permanent manner to any structure (other than a building or approved accessory structure); • May be posted inside a window; • May not be placed in the public right-of-way; and, • May not be placed within ten (10) feet of intersections of streets, driveways, or alleys so that driver visibility is maintained.
Permit Required:	Yes

**Please contact the Planning Division at (909) 931-4130 for temporary sign provisions for Downtown Upland or The Colonies at San Antonio.*

*Per the amendment to the Master Fee Schedule in Resolution No. 6825 adopted by the City Council and effective on July 1, 2025. The applicant is responsible for all costs incurred by the City including supplies, equipment and the fully burdened rate of staff involved. A deposit may be required, as determined by the Development Services Director, for complex projects, negotiations, or the use of third-party vendors. These deposit fees are determined by third party vendor contracts, invoicing by contract employees and projects that are major or complex in nature, that exceed the billable staff rate to complete. The amount will be varied based on the scope of the project. Only the true cost is billed to the applicant and any overage in deposit is refunded after completion of the project.