

# **INFORMATIONAL LETTER 0020-2010**

## **Seasonal-Holiday Displays Clarification on Inflatable Holiday Devices**

**Effective December 1, 2010**

### **SECTION 4608--MISCELLANEOUS SIGN PROVISIONS**

**(a) Displays and Certain Banners.** Seasonal-holiday displays and banners as described in Section 40-30 of the City Code, and similar temporary displays erected without advertising shall not be subject to the provisions of this chapter, but shall be subject to the Fire Code and rules and regulations for fire safety promulgated by the fire marshal.

The Sign Administrator is applying 4608(a) of the sign code to such inflatable holiday displays as Santa's, Turkeys, Pumpkins, etc. and believes that just as the Santa reflects the spirit of the season, this interpretation reflects the spirit and intent of the referenced section. These devices must be for the sole use of celebrating a season or holiday and not for the use of advertising or relaying a written message.