DATE SUBMITTED: 9-17-90

TAX SCHEDULE #: _____

PERMIT # _____

FEE 5⁰⁰

SIGN PERMIT

GRAND JUNCTION PLANNING DEPARTMENT

BUSINESS NAME: U.S. West Communication "Prime Timers Day"

BUSINESS ADDRESS: Street Banner 300 Blk of Main

STREET FRONTAGE:	FRONT _____ FT.	SIDE _____ FT.
BUILDING FRONTAGE:	FRONT _____ FT.	SIDE _____ FT.
TRAFFIC LANE:	FRONT _____ FT.	SIDE _____ FT.

HEIGHT OF SIGN: _____ FT.   CLEARANCE TO GRADE: _____ FT.

AREA OF SIGN: _____ SQ. FT.   AREA OF EXISTING SIGNS: _____ SQ. FT.

TOTAL ALLOWED AREA: FRONT _____ SQ. FT.   SIDE _____ SQ. FT.
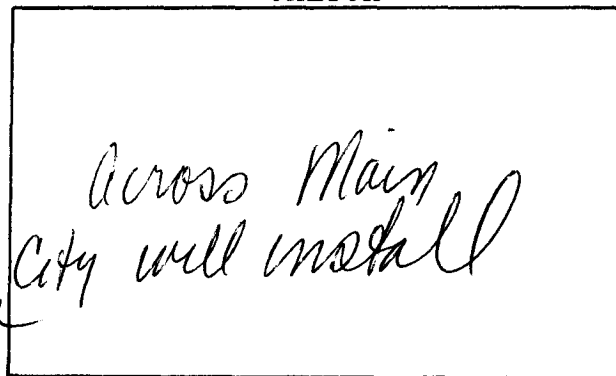
TYPE OF SIGN

- [ ] ON PREMISE
- [ ] OFF PREMISE
- [ ] FREE STANDING
- [ ] PROJECTING

- [ ] ROOF
- [ ] FLUSH WALL
- [ ] ILLUMINATED
- [x] OTHER Street Banner

COMMENTS _____

*SKETCH

Across Main
City will install

*Include: Streets, Property
Lines, Proposed Sign Location.

PROPERTY OWNER: _____

ADDRESS: _____

X ~~CONTRACTOR:~~ Sue Palmer

X ADDRESS: PO Box 2688, GJ, CO

PHONE: 244-4600

X _Sue Pale_
    Signature

APPROVED BY: Linda Wutzel

DATE APPROVED: 9-17-90

- [x] FINAL PERMIT
- [ ] WILL REQUIRE SEPARATE PERMIT

Grand Junction Planning Department
250 North Fifth Street
Grand Junction, Colorado 81501-2668
(303) 244-1430

September 17, 1990

Ms. Sue Palmer
U.S. West Communications
2524 Blichmann Avenue
Grand Junction, CO 81506

Dear Ms. Palmer:

As per our telephone conversation today, this Department has determined that the use of "U.S. West Communications" as the corporate sponsor on a street banner for "Prime Timer's Day" is not considered advertising. The emphasis of the banner is on the event; i.e., letters for "Prime Timer's Day" are 14 inches high as opposed to the 10 inch letters for U.S. West. The event is for the benefit of the community and historically, the banner has been allowed in the past.

A text amendment is being considered that should clarify this point in the future. Meanwhile, this letter serves as the reasons why the banner will be allowed.

Sincerely,

Linda A. Weitzel
Planning Technician

xc: Marty Currie, Acting CDD
       John Shaver, Ass't City Attorney
       File