

CITY OF MELBOURNE, FLORIDA
BUSINESS PROMOTION PERMITTING PROCEDURES
(Reference Section 2-676, City Code)

The owner or lessee of a building site (“applicant”) may apply for a special activity permit for a special event/special activity that is held outside. **A business promotion** (tent sale, banner, inflatable sign, temporary sign, etc.) **must relate to the primary activity conducted by the business on that site.** An event is not approved until a permit has been issued by the City Clerk.

Application.

- Submit a completed special activity application, site plan, and \$50.00 fee to the City Clerk. If the event includes a food truck or a tent, submit a completed Mobile Vending Form and/or Tent Form. If services are being requested from the Melbourne Police Department, submit a completed Police Department Employment Services Request Form.
- Applicants are encouraged to apply at least ten business days prior to the event; however, applicants must apply no later than one business day prior to the event. **If the event requires a police officer, applicants must apply at least 30 days prior to the event.**
- The site plan may be hand drawn and it must include: north arrow; major streets; location of building and parking; location of all physical equipment related to the event (stage, vendors, booths, tents, banners, inflatable signs, temporary signs, portable toilets, fences, and vehicles); and location of temporary alcohol sales or distribution.

Frequency of events. On each site, a special event may be conducted for a total of **30 days** in a calendar year. Events are permitted in five-day increments. For example:

One 30-day event
Two 15-day events

Three 10-day events
Six five-day events

Or any combination that does not exceed the above.

All of the events for a calendar year may be placed on one application with one fee. One-day set-up and one-day take-down periods are permitted for temporary signs, inflatable signs, and banners.

Vehicle sales may be conducted off-site in the C-P zoning district up to four times per year (total of 20 days, five-day increments). Off-site sales do not affect the total number of events that may be permitted at the applicant’s primary business location.

Alcoholic beverages. If the event includes the sale of alcoholic beverages, the applicant must provide a copy of the temporary license issued by the state to the City Clerk at least five business days prior to the event.

Balloons. Hand held helium or air filled balloons (birthday or party balloons) are not permitted outdoors.

Business tax receipt (BTR). Businesses must have a current business tax receipt with the City of Melbourne. Contact the Financial Services Department (321-608-7038) for information.

Canopies. 10' x 10' canopies are exempt from permitting requirements, unless cooking will occur beneath the canopy.

Flags. Four flags are permitted on a single building site without a special activity permit. Up to 20 flags may be permitted through the special activity permitting process.

Signs. Temporary signs are prohibited in the public right-of-way, medians, and on public property. During a special event, banners, banner signs, pennants, searchlights, twirling signs, "A" frame sandwich board signs, sidewalk or curb signs, and inflatable signs may be placed on the property of the business conducting the event. The sign must relate to the products, accommodations, or activities available on the premise where the sign will be located.

If you are placing a portable/mobile sign (see picture below), contact the Code Compliance Division (321-608-7905) for a permit.

