



TEMPORARY/PROMOTIONAL SIGN PERMIT APPLICATION

PLANNING SERVICES



NO FEE FOR PERMIT

APPLICANT INFORMATION

Applicant Name/Title: _____ Email: _____
 Business Name: _____ Phone: _____
 Site Address: _____ Fax: _____
 Contact Person: _____

SIGN TYPE AND SPECIFICATIONS (Check One)

Freestanding (A-Frame) Banner Window sign Other: _____

Sign Size: _____ Location/Method of attachment: _____
 (Example: 2' x 10') (Example: Hartz frontage-building wall/String, Nails, etc.)

Special Event/Promotion Wording: _____

DATE TO BE INSTALLED: _____ **DATE TO BE REMOVED:** _____

Note: Temporary/Promotional signs may not be displayed in excess of 15 consecutive days and are limited to a maximum of 45 total days of usage per calendar year. Temporary/Promotional signs for new businesses may be displayed for up to 60, which, at business operator's discretion, may be 60 consecutive days of display.

TOWN USE ONLY

Permit # _____ If not approved, why? _____

Previous Temporary/Promotional sign permits per calendar year/ # Days of use

1. Permit # _____ Days 2. Permit # _____ Days 3. Permit # _____ Days
 4. Permit # _____ Days 5. Permit # _____ Days 6. Permit # _____ Days

Approved By: _____ Approval Date: _____

PURPOSE

To assure uniform size and safe placement of temporary and/or promotional signs and banners throughout Danville's commercial areas.

PROCESS

Complete and submit the attached Temporary/Promotional Sign Permit Application. The Temporary/Promotional Sign may be installed after the Town approves the application.

APPROVAL GUIDELINES

Time

- ✓ Temporary/Promotional signs are intended to be displayed for a limited period of time.
- ✓ New Business: May maintain a sign for a maximum of **sixty** consecutive days.
- ✓ Existing Business: May maintain a sign for a maximum of **fifteen** consecutive days and a total of **forty-five** days per calendar year per business.

Purpose

- ✓ Temporary/Promotional signs should only be used to advertise a special promotion or event, **not the name of the business.**

Guidelines

- ✓ Temporary/Promotional Freestanding (A-Frame) signs must not obstruct a pedestrian path or be located in the public right-of-way.
- ✓ The maximum area for promotional banners is twenty (20) square feet. No two (2) banners should face the same direction with no more than one banner per lot frontage.
- ✓ Signs must be attached to a window, wall, or fence. These signs should **not be fixed to a roof or tree.**
- ✓ Temporary window signs should not exceed twenty-five percent (25%) of the contiguous window area. Window signs may be painted on the window or a sign may be placed on the **inside** of the window facing out.

REMOVAL

The approved Temporary/Promotional signs shall be removed within the time period designated on the Temporary/Promotional Sign Permit.

SIGN ORDINANCE SUMMARY

The Town of Danville regulates temporary signage to assure uniform size and safe placement of temporary/promotional signs and banners throughout Danville's commercial areas. This summary of the sign ordinance was developed to help clarify and simplify the portion of the ordinance pertaining to temporary signage. Complete copies of the sign ordinance are available at the Town Offices at 510 La Gonda Way, or at our website of www.ci.danville.ca.us. If you have any questions about the sign ordinance, please call the Code Enforcement Officer at 314-3335.

GENERAL TEMPORARY/PROMOTIONAL SIGN STANDARDS

The process is easy: just complete and submit the application. In most cases, the permit will be approved within one day after receiving it.

GENERAL GUIDELINES

1. A Sign Permit is required before any sign/banner is installed.
2. Prior to issuance of a temporary sign permit, the applicant must have an application for permanent signage on file with the Town of Danville.
3. The permit is **FREE**. It can be faxed to 838-0360, mailed, or hand delivered. Do not confuse this with the Permanent Sign permit, which requires an application fee.
4. The permits are for a limited amount of time: a maximum of fifteen days each permit; a total of forty-five days per calendar year.
5. The temporary/promotional signs are to advertise a special promotion or event, **not** the name of the business.
6. A new business may have a temporary banner displaying the business name for a maximum of sixty consecutive days, pending installation of the permanent sign.
7. A maximum of two Temporary/Promotional signs are allowed per business at any given time.

Promotional Banners

- Promotional Banners are limited to a size of twenty square feet. (2x10, 4x5)
- No two banners can face the same direction; one per lot frontage.
- Maximum height is twelve feet- measured from the finished grade.
- Temporary banners/signs should be attached to a window or wall. **Do not** attach to a tree or roof.

Freestanding A-Frame Signs

- Freestanding A-frame signs are limited to five square feet.
- The height shall not exceed 2.5 feet.
- The sign shall not obstruct a pedestrian path or be located in the public right-of-way.
- These signs must be on-site and on private property.
- No items (e.g., balloons, ribbons) are allowed to be tethered to the sign.
- The signs shall only be used to advertise a special promotion/event, **not** the name of the business.

Temporary Window Signs

- Temporary window signs should not exceed 25% of the contiguous window area.
- The sign shall be painted on the window or a sign may be placed on the inside of the window facing out.
- All signs shall be well designed and properly installed.

Neon/Fiber Optic Signs

The only type of Neon/Fiber Optic sign permitted in the Downtown area is a neon "open" sign located inside of a window as long as the size is no more than four square feet. This sign is exempt from obtaining a sign permit.