



# SIGN PERMIT APPLICATION



**BUILDING/PLANNING**

**Property's Address:** \_\_\_\_\_

Assessor's Parcel No(s) \_\_\_\_\_ Date: \_\_\_\_\_

**Job Description:** \_\_\_\_\_ **Valuation:** \$ \_\_\_\_\_

### Sign Type and Specifications

- Wall Sign   
  Window Sign   
  Awning Sign   
  Shingle/Projecting Sign   
  Ground Sign  
 Mini-Pole Sign   
  Other: \_\_\_\_\_

**Project Includes**     Electrical

**Property Owner's Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Applicant (If different from owner):** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

- Contractor**   
  **Owner/Builder**   
  **TBD**

**Contractor's Business Name:** \_\_\_\_\_ **Lic. No.:** \_\_\_\_\_

**License Class:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_ **Worker's Comp. Exempt?**  Yes  No

**Address:** \_\_\_\_\_ **City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Worker's Comp Carrier:** \_\_\_\_\_ **Policy No.:** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Owner**

**Applicant**

(Attach signed authorization from owner)

FOR OFFICE USE ONLY	
Building Permit #	_____
Planning Permit #	_____
Master Sign Program	_____
# of Plan Pages	_____
Payment: Check#	_____
Credit	<input type="checkbox"/>

## **DESIGN STANDARDS AND GUIDELINES SUMMARY - SIGNAGE**

Sign Type and Design should be appropriate to the establishment, conveying a sense of what “type” of business is being advertised.

### **STANDARDS**

**Permanent Signs:** All permanent signs shall be subject to review and approval by staff or the Design Review Board, and shall relate to the goods and services sold or provided on-site. Signage shall be limited to lettering, shapes, and corporate logos necessary to convey the business name, and shall not include shapes or depictions or items for sale or services rendered, or other shapes or non-corporate logos that are not necessary to the conveyance of business name.

**Master Sign Programs (MSP):** All permanent signs with an existing MSP can be reviewed over the counter by staff. All new MSPs or sign permits requiring an exception or modification to the MSP shall be subject to review and approval of the Design Review Board.

### **Depth**

- All signs must have a maximum thickness of 1 ½ inches. Window or similar signs are exempt from this requirement.

### **Placement and Location**

- More than one (1) sign may be located on the same elevation as long as the primary visual orientation is different.
- No sign shall be located within the public right-of-way, on a public utility easement, or within the sign sight triangle for a street or driveway.

### **Letter Height**

- Sign lettering shall not exceed a maximum of 18 inches in height. (A 10-inch letter height is generally assumed to be adequate for most signs when the buildings are located close to a street or pedestrian walkway.)

## SIGN TYPES

### Wall sign

A sign which is erected, printed, painted, incorporated into, suspended from or otherwise affixed to a wall of a building or structure in an essentially flat position or with the exposed face of the sign in a location parallel to the plane of the wall.

**Area:** Maximum sign area shall be limited to a maximum of .75 square feet per one (1') linear foot of building frontage or twenty-five percent (25%) of the receiving wall area, whichever is less, up to a maximum sign area of seventy-five (75) square feet.



**Height:** The maximum height limit shall be fifteen (15') feet, measured from finished grade to top of sign.

**Illumination:** In Areas 1, 2, 3 and a portion of 4 of the Downtown Business District only indirect illumination is permitted.

### Window Sign

A permanent sign erected on a building window or a sign located indoors and within three (3') feet of a window or building opening which is clearly visible and readable from a street or public place.



**Area:** Maximum sign area shall be twenty-five percent (25%) of the contiguous window area.

**Design:** The sign shall be applied to the window in a professional manner and shall be of a permanent nature.

**Use of Neon:** For neon sign standards, see subsection 32-98.19c. of the Town of Danville Sign Control Ordinance.

### **Awning Sign**

A sign that is erected, printed, painted, incorporated into or otherwise affixed to an awning of a building.

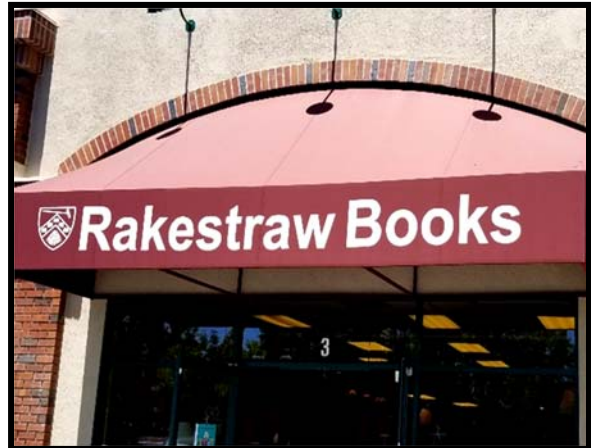
**Area:** Maximum sign area shall be limited to a maximum of .75 square feet per one (1) linear foot of awning length or seventy-five percent (75%) of the flat vertical plane of the awning where the sign is located, whichever is less, up to a maximum sign area of twenty (20) square feet per awning.

**Number:** One (1) sign per elevation and a maximum of up to two (2) signs per business.

**Height:** The maximum height limit for any lettering on the awning shall be twelve (12') feet, measured from finished grade.

**Location:** Sign letters shall be located on a flat vertical plane of the awning. The minimum clearance under a canopy located over a pedestrian walkway shall be seven (7') feet.

**Illumination:** While indirect lighting is permitted for pedestrian walkways under the canopy of the awning, internally illuminated canopies are prohibited.



### **Shingle/Projecting Sign**

A sign, other than a wall sign, which is suspended from or supported by a bracket and



which projects outward at a perpendicular angle from the wall to which it is attached. (Note: Often times this sign is located under a building canopy.)

**Area:** Maximum sign area shall be five (5) square feet.

**Height:** Minimum sign clearance shall be seven (7') feet to the bottom of the sign. Projecting signs shall

not project more than five (5') feet from the wall upon which they are attached.

**Illumination:** In Areas 1, 2, 3 and a portion of 4\* of the Downtown Business District only indirect illumination is permitted.

### **Mini-Pole Sign**

A freestanding sign with a single pole base and a projecting sign located perpendicular to the public right-of-way. (Note: These signs are encouraged in the Historic Downtown-Areas 1, 2, 3, and part of 4 of the Downtown Business District.)

**Area:** Maximum sign area shall be six (6) square feet. The base or support structure for the sign shall not be calculated as a part of the sign area unless it is designed to form an integral background for the display.

**Height:** Maximum height limit shall be seven (7') feet to the top of the support structure of the sign plus an additional one (1') foot for a decorative element extending above, such as a light fixture.

**Location:** The edge of a mini-pole sign shall be located a minimum of one (1') foot back from the sidewalk, or one (1') foot back from the property line, whichever is greater. No sign shall be located within the public right-of-way or within the sign sight triangle for a street or driveway.

**Number:** One (1) mini-pole sign shall be allowed per property.

**Illumination:** Only indirect illumination is permitted.



### **Ground Sign**

A sign independently supported in a fixed location and not attached in any way to a building or structure.

**Area:** The maximum sign area shall be thirty-five (35) square feet for lots with a minimum lot frontage of one hundred twenty-five (125') feet. The maximum sign area shall be twenty (20) square feet for lots with one hundred to one hundred twenty-four (100'-124')

feet of lot frontage. The base or support structure for the sign is not calculated as a part of the sign area unless it is designed to form an integral background for the display.



**Height:** Maximum height limit shall be seven (7') feet measured from finished grade. *Corner lots:* Maximum two and one-half (2 1/2') feet above the curb grade, or three (3') feet above the edge of pavement, within the sight distance triangle (see attached).

**Location:** Ground signs shall be located a minimum of three (3') feet from the back of the sidewalk, and minimum two (2') feet back from the property line, whichever is greater. A ground sign may only be located

on a property where the primary structure is set back a minimum of twenty (20') feet from the public right-of-way. No sign shall be located within the public right-of-way or on a public utility easement.

**Number:** For single tenant buildings or projects no more than one (1) ground sign is allowed. These signs are allowed in addition to the maximum number of tenant identification signs allowed in the project.

**Minimum lot width:** No ground signs may be established on lots with a minimum lot dimension of less than one hundred (100') feet, measured at the street.



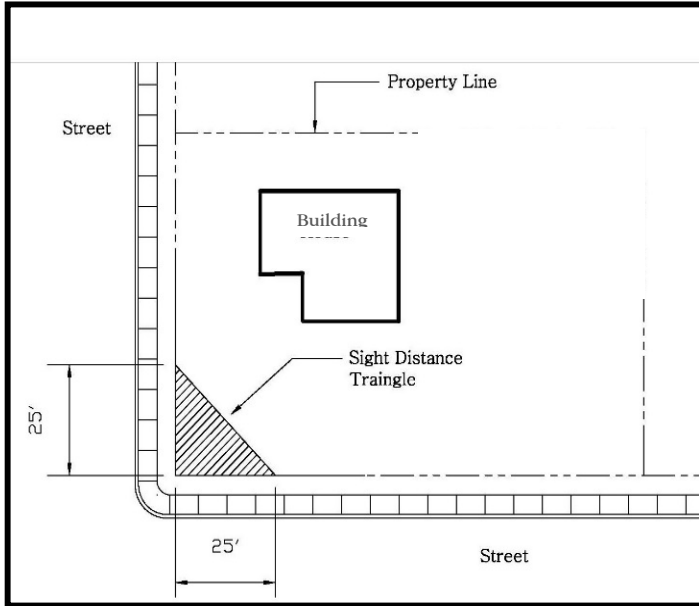
**Message:** The sign shall be limited to the address of the premises, and either 1) name of building complex, or 2) the logo and/or name of a single tenant.

**Illumination:** Only indirect illumination is permitted, unless approved under a master sign program (see subsection 32-98.13 of the Town of Danville Sign Control Ordinance).



## Sight Distance Triangle

This graphic is for illustrative purposes only.



Sight Distance Triangle applies only to corner lots. The boundaries of a sight distance triangle are formed by drawing lines from the point of intersection of a lot's street corner property lines to points twenty feet (25') along the two property lines and then connecting the two points with a straight line. If the public right-of-way is in front of a sight distance triangle, the property owners are responsible for keeping the sight distance triangle clear from obstruction.