

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. It can be emailed to planning@danville.ca.gov, mailed, hand-delivered, or faxed to 838-0360. 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 within one calendar year.
- ✓ 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.**

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.danville.ca.gov. If you have any questions about the sign ordinance, please call Planning Services at 314-3310.

SPECIFIC 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.

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.