



Temporary Signs Old Town

Directions:

Please read through this packet so that you have all of the required information, paperwork, and details for a temporary sign permit.

Before you can obtain an Old Town temporary sign permit you will need:

- 1) A typed original letter of authorization signed by the property owner(s) (on their letterhead).
- 2) Temporary sign dimensions, up and down dates, and temporary sign details (i.e.; attached, detached, grand opening, etc...).
- 3) Please provide a copy of the lettering on the proposed sign. If detached, please show how the sign will be mounted and supported.

Sign/Business Information:	
Sign Description:	
Location of Sign (Street Address):	Location of Business:
Assessor's Parcel Number (APN):	Business/Organization:
Contact Person:	Phone:

Type of Sign and Posting Information:
<p>▶ How will the sign be mounted?</p> <p><input type="checkbox"/> Attached: A sign mounted or attached to the permanent building where the business activity is conducted.</p> <p><input type="checkbox"/> Detached: A sign mounted on a temporary structure such as a pole or pipe. (This does NOT include vehicle mounted signs).</p> <p><input type="checkbox"/> Portable Signs: Moveable signs (i.e. A-frames, moveable pole signs, etc...) placed at the main entryway to a business. Portable signs do not require a permit, but are subject to the review and approval by the Planning Dept.</p> <p>▶ What type of sign are you requesting?</p> <p><input type="checkbox"/> Promotional: <i>Attached-</i> see the attached matrix. <i>Detached-</i> up to 14 days every 90 days.</p> <p><input type="checkbox"/> Grand Opening: <i>Attached only-</i> up to 120 days.</p> <p><input type="checkbox"/> Interim: <i>Attached-</i> up to 90 days.</p> <p><input type="checkbox"/> Special Event: <i>Detached-</i> Up to 14 days up then down for 90 days. <i>Attached-</i> up to 45 days.</p>

Time Period:				Sign Description:			
See <i>Summary of Standards</i> for applicable time restrictions.							
Up	Month	Day	Year	Down	Month	Day	Year
Up				Down			
Up				Down			
Up				Down			
Up				Down			

OFFICIAL USE ONLY			
Permit Number	Yellow Sticker Issued <input type="checkbox"/> Yes	Com. Tech Initial	One Time Extension A one-time extension for ____ days was granted on ___/___/___ by the Planning Director: _____



Sign Locations:

Please indicate on the diagram below, the location(s) of the proposed sign(s) as well as the street names surrounding your business. Cross out any streets on this diagram which does not apply to your business location.

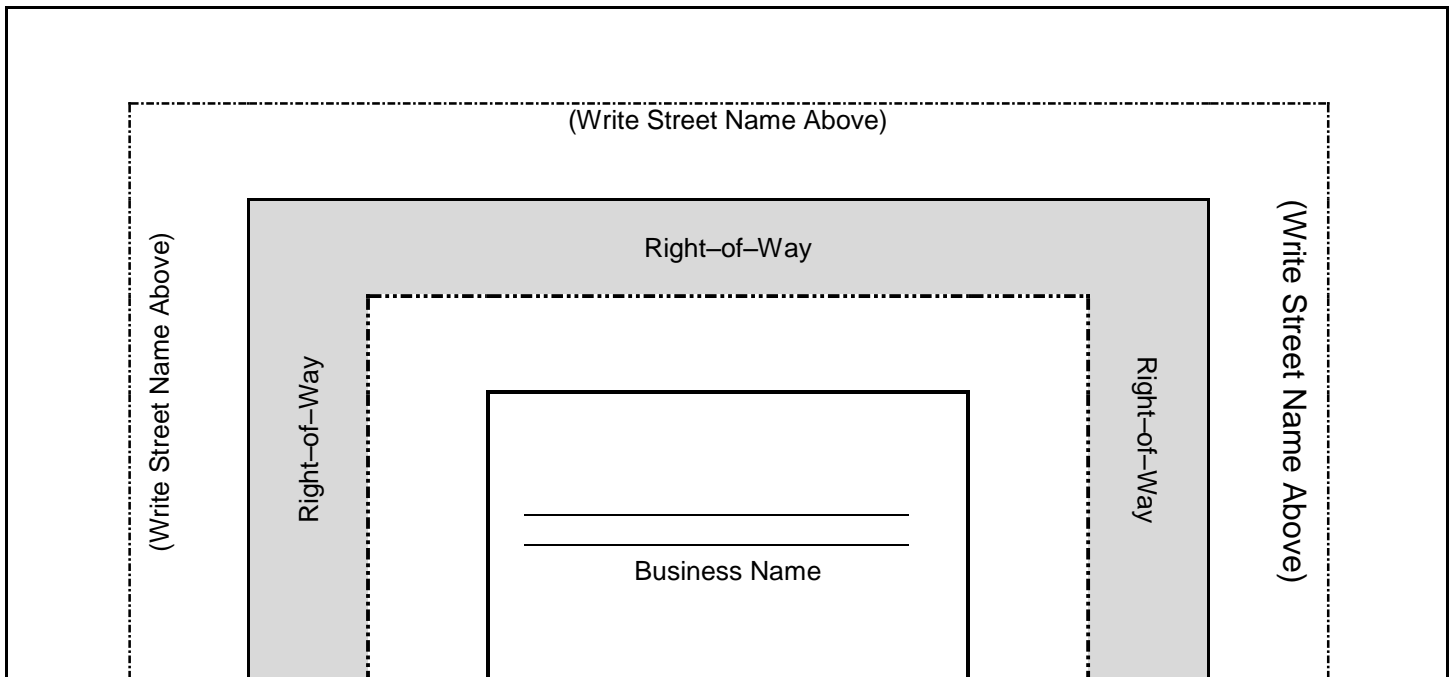
! Signs are not allowed within the public right-of-way, approximately 10 feet behind the face of curb (shown as a shaded area below) !

For portable signs: Use a “+” to indicate where the sign will be located.

For attached signs: Use a “■” symbol to indicate where on the building the sign(s) will be located.

For detached signs: Use a “x” symbol to indicate the location of where the sign(s) will be located on the site where the business activity is conducted. Also show adjacent driveways and sidewalks.

Signs may not block the visibility of other businesses or their signs, impair the visibility or line of sight of the operator of any motor vehicle, or impede the movement of any pedestrian or vehicle.



Certification

I, the applicant, hereby certify the following:

1. All information on this application is true and correct to the best of my ability.
2. I acknowledge that after the expiration of the temporary sign / banner I will not be able to obtain another permit for the period indicated in Municipal Code 17.28.600.
3. I have provided a letter of authorization (attached) from the property owner(s) of the parcel where my sign will be located.

Print Name

Signature

Date



Temporary Signs Old Town

Summary of Standards for On-Site Temporary Signs within the Old Town Specific Plan Area

A Temporary Sign is made of cloth, bunting, vinyl, or other similar materials. Temporary promotional window signs are typically painted on windows. Temporary Signs are located on the site of the business, use or activity, and are erected or placed for a prescribed period of time to promote, advertise, announce, or provide the following information:

1. Designate, identify, or indicate the name of the business, owner, or occupant of the premises where the sign is located; or,
2. Advertise the business conducting the services available or rendered, goods produced, sold, or available for sale upon the premises where the sign is located.

The following information is based on the requirements in the Old Town Specific Plan and Municipal Code Section 17.28.600. For a list of all prohibited signs in Old Town Please refer to Chapter IV Section J.10 of the Old Town Specific Plan.

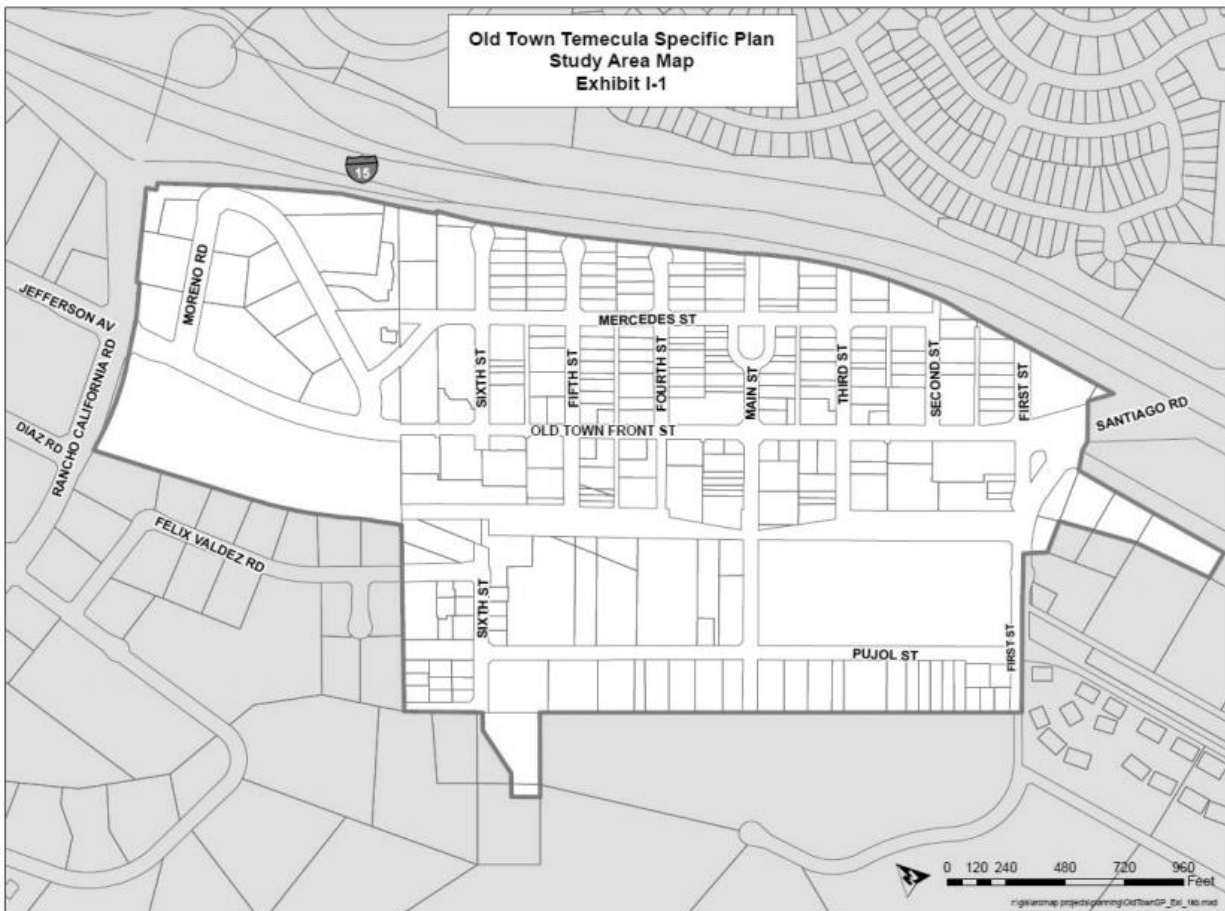
Types Allowed	Promotional Intended to attract attention to a use or activity for a limited number of events. [1]			Grand Opening [2]	Interim [3]	Special Event Intended for special community activities or seasonal events [4]		Portable Signs
	Attached	Detached	Window			Attached	Detached	
Criteria	Attached	Detached	Window	Attached	Attached	Attached	Detached	N / A
Maximum Number Allowed	One; Two when fronting 2 or more major streets;	One; For non-profit events, one additional per major street frontage;		One; Two when fronting 2 or more major streets;	Equal to the number of permanent signs permitted by the Old Town Specific Plan. (One per side)	One on-site; For community or non-profit events, one off-site;	One on-site; For community or non-profit events, one off-site; [4]	One per business To be placed at the primary entryway of the business.
Maximum vertical height	Shall not exceed five feet (5')	Shall not exceed three feet (3')		Shall not exceed three feet (3')	Equal to the permanent sign	Shall not exceed three feet (3')	Shall not exceed three feet (3')	Shall not exceed four feet (4')
Maximum horizontal width	Shall not exceed 60% of business or store	Shall not exceed fifteen feet (15')		Shall not exceed 60% of business or store frontage	Equal to the permanent sign	Shall not exceed 60% of business or store	Shall not exceed fifteen feet (15')	Shall not exceed three feet (3')
Maximum surface area	Shall not exceed 32 square feet	Shall not exceed 32 square feet	Shall not exceed 75% of non-door window area	Shall not exceed 32 square feet	Equal to the permanent sign	Shall not exceed 32 square feet	Shall not exceed 32 square feet for major roads; Shall not exceed 24 square feet for all other roads;	Shall not exceed 12 square feet
Maximum height to top of sign	Shall not exceed the top of the eave or parapet wall of building	Shall not exceed 6 feet above the ground		Shall not exceed the top of the eave or parapet wall of building	Equal to the permanent sign	Shall not exceed the top of the eave or parapet wall of building	Shall not exceed 6 feet above the ground	
Maximum number of occurrences	5 times per calendar year	4 times per calendar year	Once	Once	Once	Once	4 times per calendar year	Signs may be placed in front of a business establishment on a daily basis but shall be placed inside the tenant space/suite during non-business hours.
Maximum display time	Up to 30 consecutive days. See note [5]	Up to 14 consecutive days within any 90 day period	Up to 90 consecutive days	Any period during the first 120 days of business or multi-family rental complex operation	Up to 90 consecutive days with a one-time extension of up to 30 days with Director approval	Up to 45 consecutive days with a one-time extension of up to 45 days with Director approval	Up to 14 consecutive days within any 90 day period	

Notes are listed on the next page.

Notes:

1. May not be used in combination during any quarter.
2. Bearing only the words "Grand Opening" or similar message to announce the opening of a new business.
3. Provide proof that the permanent sign is being fabricated, repaired, or prepared for installation; May contain only the business name & appropriate logo.
4. For special community-wide events, additional supplemental and/or directional signs may be allowed at Director's discretion.
5. For Jan.–Sept., one 30 day period per quarter with a 60 consecutive day down period; For Oct.–Dec., two 30 day periods provided sign is down for 30 consecutive days before used again.

Old Town Specific Plan Area



Areas within the dark grey lines must use the Old Town temporary sign application. All other areas should use the regular Temporary Sign Application.