




# TEMPORARY SIGNS

COMMUNITY DEVELOPMENT DEPARTMENT ♦ 1600 HUNTINGTON DRIVE ♦ DUARTE CA 91010

A business may use banners, pennants, flags, streamers and balloons for advertising a grand opening, a future grand opening, special products, sales, or events. In addition, temporary window signage and A-frame signs are allowed. The following describes the various advertising opportunities and permit requirements.

**Banners.** A business or organization is permitted one temporary banner, with a maximum sign area of one square foot per linear foot of primary building frontage up to a maximum of 40 square feet. Each business is allowed a maximum of 105 days of temporary banner signage each calendar year. A temporary banner may be displayed for a maximum of 30 consecutive days. The \$15 annual permit fee must be paid and a Temporary Sign Permit is required prior to installing the banner. Any banner used as a temporary sign must be made of cloth, vinyl, canvas, or similar non-paper materials. Temporary signs may not be illuminated. An advertisement contained on

continued on page 2 



## Duarte Sign Code

The Duarte Sign Code can be found in the Duarte Development Code which is available online by going to the following website: <http://www.municode.com/Library/CA/Duarte>. Then choose Duarte Development Code, Article 3, Chapter 19.42 (Signs). You may also pick up a copy of the complete sign

code at the Community Development Department, Planning Division, at located at 1600 Huntington Drive, Duarte, CA 91010. You may call us at (626) 357-7931, extension 230 or 235 and ask to speak to a Planner. We are open Monday through Thursday, 7:30 am to 6:00 pm.



**SWOOPER, SAIL OR FEATHER FLAGS** are categorized as flags which may be permitted up to 10 days at a time and a maximum of 20 days in a calendar year.



**PENNANTS AND STREAMERS** are allowed with the approval of a temporary sign permit. The approved time will count toward the allowable 20 days in a calendar year.



**BALLOONS.** Generally, a maximum of 15, standard 12" diameter sized balloons are allowed. The maximum volume of the balloon(s) is 8 cubic feet.

# More Temporary Sign Opportunities . . .

continued from Page 1

a temporary sign should pertain to the business, industry, or business activity conducted on or within the premises on which the sign is located.

## **Pennants, Flags, Streamers, and Balloons.**

Pennants, flags, streamers, and balloons may be displayed for a maximum of 10 days at a time and no more than 20 days per year. The 20 days are in addition to the 105 days permitted for temporary sign banners. Balloon(s) may be permitted up to eight cubic feet in volume. Generally a maximum of 15, standard 12" diameter sized balloons are allowed. The approval of a Temporary Sign Permit is required for pennants, flags, streamers and balloons. The \$15 annual fee covers these types of temporary sign permit requests.

## **Temporary Window Signs.**

Businesses may also display temporary window signs. Temporary window signage may remain displayed for a maximum of 30 days at a time. Temporary window signs must be marked by the business owner with the date that the signage was first displayed and the business is responsible for removing the sign within 30 days from that date. Temporary window signs are allowed to cover a maximum of 25 percent of the window area. A temporary window sign shall not extend above a height of six feet measured from the ground surface on the exterior side of the window in which the window sign is located. This is to allow public safety personnel to have unobstructed views into a place of business. A temporary window sign does not require a temporary sign permit.

**A-Frame Signs.** To provide for pedestrian-oriented advertise-

ment, the City allows A-Frame signs to be displayed during business hours in all commercial zones and the Hospital zone subject to meeting sign placement and design regulations. The sign code allows one A-frame sign per business. The sign can have a maximum sign area of 12 square feet per side, a maximum height of 4'-6", and maximum width of 3'. The text/copy may cover up to 50 percent of the sign area and one-third of the sign may contain a non-word design. For A-frame signs that incorporate changeable copy, up to 50 percent of the sign may be dedicated as a chalk board or dry erase board. A business may attach pennants to an approved A-frame sign as long as the total height does not exceed 6' and the width remains the same. The finish of the A-frame sign color must complement the adjacent commercial buildings. Acceptable construction materials include: durable, weather resistant, exterior-quality wood or metal. Unacceptable design qualities include non-exterior quality plastic, illumination, animation, reflective materials, non-pennant attachments, and other materials creating excessive glare. The one-time A-frame sign review fee is \$25.

## **Banners for New Businesses.**

Temporary banners may also be used to identify a future tenant (example: "Opening in October" or "Coming Soon") or a tenant for which a permanent sign has not yet been installed. Such temporary banners may be approved for a maximum of 90 consecutive days, but not more than 45 days prior to the opening date. The 90 days allowed for future tenants does not apply toward the permitted 105 calendar days for temporary

### ALLOWABLE TEMPORARY SIGNS

1. Banners
2. Pennants, Flags, Streamers, and Balloons
3. Window Signs
4. A-Frame Signs
5. Banners for New Businesses or Future Tenants
6. Temporary New Development Signs

banners. The \$15 annual fee must be paid and a temporary sign permit is required prior to installing the banner.

## **Location of Banners, Pennants, Streamers and Balloons.**

A temporary sign may be attached to the tenant's storefront or building and may not extend above the roofline of the structure on which it is located. Temporary signs which extend above a private vehicular or pedestrian right-of-way shall have a minimum clearance of 17 feet between the surface grade and the bottom of the sign. Any temporary sign must be located in private property and not within public right of way.

## **Temporary New Development Signs.**

Temporary signs for the purpose of directing persons to new developments require a temporary sign permit. Up to four such signs may be placed off site, each with a maximum size of six square feet. The Director may require a master sign program for such temporary signs. The one-time sign review fee is \$25.

# Temporary Signs at a Glance



- 1. Banners** – Maximum of 105 days in a calendar year, and a maximum of 30 consecutive days at a time. \$15 annual permit fee applies.
- 2. Pennants, Flags, Streamers, and Balloons** – Maximum of 20 days in a calendar year and a maximum of 10 consecutive days at a time. \$15 annual fee applies.
- 3. Window Signs** – Maximum of 25% percent of the window area. May remain displayed for a maximum of 30 days at a time. No fee applies.
- 4. A-Frame Signs**– Approved designs may be displayed during business hours; a maximum of one A-Frame sign per business. One time \$25 sign review fee applies.
- 5. Banner for New Businesses or Future Tenants** – Maximum of 90 consecutive days, but not more than 45 days prior to the opening date (days do not apply toward the 105 days). \$15 annual fee applies.
- 6. Temporary New Developments Signs** – Up to four such signs may be placed off site, each with a maximum size of six s.f. One time \$25 sign review fee applies.

#### Contact Us:

City of Duarte  
Community Development Department  
1600 Huntington Drive  
Duarte, CA 91010  
626.357.7931  
[www.accessduarte.com](http://www.accessduarte.com)

# Frequently Asked Questions

## Will my temporary sign permit be approved on the same day?

Generally, for temporary sign permits, yes. Other requests, such as for A-frame signs will take a longer because of the need for a more detailed review. A one-time annual fee of \$15 is due with the first approved temporary banner of the year.

## How can I obtain an application for a temporary sign permit?

Print one out from the City website: [www.accessduarte.com](http://www.accessduarte.com) then click on the following tabs, City Departments -> Community Development -> Planning -> Miscellaneous Permits -> Temporary Sign Permit. The application is fillable. Print it out and bring it to City Hall for approval.

You may also pick up an application at Duarte City Hall, Community Development Department located at 1600 Huntington Drive, Duarte, CA 91010. Open Monday through Thursday, 7:30 am to 6:00 pm. You may call us with questions at (626) 357-7931.

## Is the sign code available online?

Yes, go to: <http://www.municode.com/Library/CA/Duarte>. Then choose Duarte Development Code, Article 3, Chapter 19.42 (Signs).

