

## Dear Business Owner:

*The Dinuba City Council has recently made changes to the City's sign regulations. Some of the changes make the sign ordinance easier to use, while other changes are intended to make Dinuba a more attractive community.*

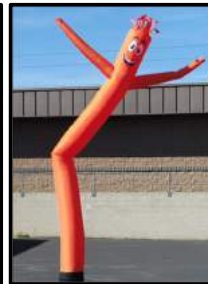
*Among these changes, the new sign ordinance does not allow several types of signs that have been used by some types of businesses, including "feather signs", "snipe signs", "waving signs" and inflatable signs – see below.*



Feather Signs



Snipe Signs



Waving signs



Inflatable signs

*While these types of signs are prohibited by the ordinance, there are numerous other ways that businesses can identify themselves in an attractive and effective way, including the following examples:*

Banner signs can be used for temporary purposes, such as grand openings, sales, etc. They are allowed up to 90 days per year. May be up to 50 square feet.



Sandwich board signs can be placed on the sidewalk as long as they allow at least four feet of passage. May be up to four feet high and 3 feet wide. One per business.



Neon signs in windows are a great way to attract attention. Some businesses also frame windows with neon tubes.



The Sign Ordinance also allows for numerous types of permanent signs, shown below.

Freestanding monument signs. One per parcel (or group of parcels functioning as one site). Up to 10 feet high with up to 35 square feet of sign face per side.



Wall signs. One per building face. Size depends on store frontage.

Signage may be applied to awnings. May cover no more than 25% of awning surface



Window signs (permanent or temporary) may cover up to 25% of window surface

Projecting signs – one per business – depends on size of business frontage



Business directory signs – up to 6 feet high and up to 35 square feet of sign face

Under-awning signs. Up to 5 square feet of area – one per business



Other types of signs may be permitted for specific situations and businesses. Consult the sign ordinance for more information.

## Other Strategies

In addition to signs, there are other strategies to keep your business successful and thriving.

- Keep signs clean and in good repair.
- Keep your site clean and tidy, including sidewalks, landscaping, parking areas and facades.
- Use the internet and social media to advertise. Many people are increasingly relying on the internet to find businesses.

For more information on Dinuba's sign regulations you may contact the Dinuba Public Works Department at (559) 591-5924. The City has an easy-to-understand brochure to help you understand the sign ordinance. The ordinance can also be viewed online at the City's website or in person at the Public Works Department at 1088 E. Kamm Avenue.