

Title 16, Sign Code

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16.01 General Provisions

16.01.010 Title

This Title shall be known as the "Sign Code of the City of Chino."

16.01.020 Authority

- A. This Title is the primary tool for implementing the sign policies of the City of Chino pursuant to the provisions of the State Outdoor Advertising Act (Business and Professions Code Section 5200 et seq.) and other applicable state and local requirements.
- B. Whenever any provision of this Title refers to or cites a section of state law, and that section is later amended or superseded, the Title shall be deemed amended to refer to the amended section or the section that most nearly corresponds to the superseded section.

16.01.030 Purpose

- A. The City Council finds that the natural surroundings, climate, history, and people of the City provide the Chino community with its unique charm and beauty. This Title has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the General Plan.
- B. The purpose of this Title is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content neutral, and nondiscriminatory sign standards and requirements, including the following specific purposes:
 - 1. To promote and accomplish the goals, policies, and objectives of the General Plan;
 - 2. To balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages;
 - 3. To allow businesses, institutions, and individuals to exercise their right to free speech by displaying messages on a sign, and to allow audiences to receive such information;
 - 4. To reflect and support the desired ambience and development patterns of the various zoning districts, overlay districts, planning areas and sub-areas within the City;
 - 5. To improve pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;

6. To protect the aesthetic beauty of the City's natural and built environment for the citizens of and visitors to the City;
7. To prevent property damage, personal injury, and litter caused by signs that are improperly constructed or poorly maintained;
8. To protect property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape; and
9. To provide consistent sign design standards that enables the fair and consistent enforcement of these sign regulations.

16.01.040 **Applicability**

A. Applicability

1. This Title applies to all signs within the City's planning jurisdiction, regardless of their nature or location, unless specifically exempted.
2. Regulations for permanent signs are found in Chapter 16.05 (Permanent Signs).
3. Regulations for portable and temporary signs are found in Chapter 16.07 (Portable and Temporary Signs).
4. Nothing in this Title shall be construed to prohibit a person from holding a sign while picketing or protesting on public property that has been determined to be a traditional or designated public forum, so long as the person holding the sign does not block ingress and egress from buildings, create a safety hazard by impeding travel on sidewalks, in bike or vehicle lanes, or on trails, or violate any other reasonable time, place, and manner restrictions adopted by the City.

B. Substitutions and Interpretations

1. This Title is not intended to, and does not, restrict speech on the basis of its content, viewpoint, or message. No part of this Title shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial or non-commercial message displayed on a sign without the need for any approval or permit from the City, provided that the sign is otherwise permissible under this Title.
2. When there is any question regarding the interpretation of a provision of this Title, or its application to any specific case or situation, the Planning Commission shall interpret the intent of this Title. To the extent any provision of this Title is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message. The Planning Commission shall make all interpretations by written decision in the form of a resolution adopted by a majority of the Planning Commission's voting membership.

3. An interpretation by the Planning Commission shall be followed in applying the provisions of this Code, unless changed by the City Council on appeal.
4. An appeal of an interpretation by the Planning Commission may be made to the City Council in accordance with the appeal procedures set forth in Title 20 (Administration) of the Chino Municipal Code.

C. Exemptions

The following signs are not regulated by this Title:

1. Building identification signs not exceeding one square foot in area for residential buildings and two square feet in area for nonresidential buildings;
2. Numerals and lettering identifying the address from the street to facilitate emergency response and compliant with City requirements;
3. Non-illuminated signs which provide incidental information including, but not limited to credit card acceptance, business hours, open/closed, directions to services and facilities, or menus, provided these signs do not exceed an aggregate of six square feet in sign area;
4. Signs that constitute an integral part of an allowed vending machine or similar facilities located outside of a business;
5. Barber poles no more than three feet in height and 10 inches in diameter;
6. Historical plaques erected and maintained by non-profit organizations, building cornerstones, and date-constructed stones not exceeding four square feet in area;
7. Signs not readable from the public right-of-way, including:
 - a. Signs or displays located entirely inside of a building and not visible from the building's exterior;
 - b. Signs intended to be readable from within a parking area or City park but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
8. Signs located on City owned Property.
9. Signs for public schools; and
10. Any sign, posting, notice or similar signs placed, installed, or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:
 - a. Emergency and warning signs necessary for public safety or civil defense;
 - b. Traffic signs erected and maintained by an authorized public agency;

- c. Signs required to be displayed by law;
 - d. Signs directing the public to points of interest; and
 - e. Signs showing the location of public facilities.
11. Official signs erected by public utility or construction companies to warn of dangerous and hazardous conditions and that serve to aid public safety.

16.01.050 Severability

If any section, sentence, clause, phrase, word, portion, or provision of this Title is held invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Title which can be given effect without the invalid provision.

The invalidation of the application of any section, sentence, clause, phrase, word, portion, or provision of this Title to a particular property or structure, or any particular properties or structures, by any court of competent jurisdiction shall not affect the application of such section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.

16.02 Administration and Procedures

16.02.010 Review Authority

Table 16.02.010-A (Threshold of Review) establishes the final reviewing authority for all sign-related entitlements in the City.

Table 16.02.010-A: Threshold of Review			
Application Type	Approving Authority		
	Development Services Director	Planning Commission	City Council
Sign Ordinance Amendment (SOA)	--	R	X
Sign Program (SPG)	X	A	A
Sign Program Modification	X	A	A
Creative Signs	X	A	A
Mural Program	X	A	A
Sign Plan (SP)	X	A	A
Sign Variances			
Minor Sign Variance (MSOV)	X	A	A
Major Sign Variance (SOV)	R	X	A

Key:
 X = Approving Authority
 A = Appeal Authority
 R = Recommending (Advisory) Authority

16.02.020 Applications and Fees

- A. Purpose and Intent**
 This Section describes the procedures and requirements for the filing of applications for permits, approvals, and amendments.
- B. Filing of Applications**
 An application for a sign plan, sign program, sign variance, or text amendment, or any other matters pertaining to this Title, shall be filed with the Development Services Department on an application form provided by the City, together with all required fees, plans, maps, reports, special studies, exhibits, and any other information deemed necessary by the Department to process the application. The application shall be made by the owner(s) or lessee(s) of property, or their agent(s), or person(s) who have contracted to purchase property contingent upon their ability to acquire the necessary permits under this Title, or their agent(s).

C. Fees

The City Council shall, by resolution, establish a schedule of fees for permits, amendments, and other matters pertaining to this Title. Failure to pay all applicable fees is grounds for denial of an application.

D. Amendments

An amendment to the text of this Title shall be processed in compliance with Section 20.23.060 (Zone changes and amendments).

16.02.030 Sign Permit Requirements

A. Sign Plan for Permanent Signs

1. Purpose

This Section establishes the permitting requirements for permanent signs to ensure compliance with the applicable provisions of this Title.

2. Applicability

- a. The sign plan review procedure provides a process for review and action by the Director for the placement, installation, construction, or alteration of signs, based upon and subject to specific criteria, standards, and conditions as set forth by this Title.
- b. Where a sign plan is required under this Title, except as provided in Section 16.01.040 (Applicability), it shall be unlawful for any person to erect, place, display, alter, repair or relocate a permanent sign, including a change of copy on a permanent sign, without first obtaining approval for a sign plan from the Director.
- c. No sign may be placed on private property, including vacant property, without written authorization from the owner or the occupant and approval of plans by the City, pursuant to the provisions of this Section.

3. Application and Filing

An application for sign plan approval shall be prepared and filed in accordance with the provisions of Section 16.02.020 (Applications and Fees).

4. Review and Action

A sign plan application shall be reviewed by the Director. The application shall be acted upon within 30 days following the determination that such application is complete. The decision of the Director shall be final and conclusive in the absence of a timely filed appeal to the Planning Commission. Appeals shall be filed and processed in accordance with the provisions of Section 16.02.060 (Appeals and Revocation).

5. Revocation

Any action of the Director to revoke an approved sign plan shall be carried out pursuant to the provisions of Subsection 16.02.060.C (Revocation Procedure).

B. Sign Program for Permanent Signs

1. Purpose

The purpose of a sign program is to provide coordinated signage within development projects by utilizing common design elements to integrate the design of signs with the building and landscape design to form a unified architectural statement.

2. Applicability

A sign program shall be required for all new:

- a. Commercial centers;
- b. Offices;
- c. Business parks;
- d. Industrial parks and complexes; and
- e. Multi-tenant commercial and industrial buildings.

3. Application and Filing

An application for sign program approval shall be prepared and filed with the Director in accordance with the provisions of Section 16.02.020 (Applications and Fees).

4. Review and Action

A sign program application shall be reviewed by the Director. The application shall be acted upon within 30 days following the determination that the application is complete. The decision of the Director shall be final and conclusive in the absence of a timely filed appeal to the Planning Commission. Appeals shall be filed and processed in accordance with the provisions of Section 16.02.060 (Appeals and Revocation). Every application for sign program approval shall be approved prior to the issuance of the first Certificate of Occupancy for the project application of which it is a part.

5. Findings

In reviewing a sign program, the approving authority shall consider and clearly establish the following findings of fact:

- a. The sign program is consistent with the sign regulations of the zoning district or land use designation in which it is proposed;
- b. The sign program is consistent with the purpose and intent of sign programs, as specified in Subsection A (Purpose).

6. Modification

An application for a modification to a previously approved sign program shall be reviewed and approved by the Director. In reviewing and acting upon a sign program modification, the Director shall consider and clearly establish the findings enumerated in Subsection B.5 (Findings).

- a. **Sign Program Requirements** Sign programs must comply with the following standards:

- (i) The use of background colors on signs within the development must be limited to a single color;
- (ii) Generally, no more than three different letter colors may be used on developments smaller than three acres in size and no more than five different letter colors may be used on developments of three or more acres in size. Corporate logos and registered trademarks are not subject to color restrictions. The Director may approve the use of a greater number of letter colors, considering the size and architectural theme of a development and the diversity of uses within it;
- (iii) Include standards that specify uniform sign placement, letter and logo height, sign font, and a uniform type and intensity (brightness) of sign illumination; and
- (iv) Include standards that specify a uniform construction material for sign components (i.e., sign body, sign copy, sign base and supports, etc.) and method(s) of mounting.

7. Revocation

Any action of the Director to revoke an approved sign plan shall be carried out pursuant to the provisions of Subsection 16.02.060.C (Revocation Procedure).

C. Sign Permit for Temporary Signs

1. Purpose

This Subsection establishes the permitting requirements for the portable and temporary signs for which a permit is required to ensure compliance with the applicable provisions of this Title.

2. Applicability

- a. The temporary sign plan review procedure provides a process for review and action by the Director for the placement, installation, construction, or alteration of the following portable and temporary signs, based upon and subject to specific criteria, standards, and conditions as set forth by this Title:
 - (i) Balloons; and
 - (ii) Temporary wall banner signs (Type I and Type II).
- b. It shall be unlawful for any person to erect, place, display, alter, repair, or relocate a temporary wall banner sign or balloons without first obtaining approval for a temporary sign permit from the Director.
- c. No sign may be placed on private property, including vacant property, without written authorization from the owner or the occupant and approval of a temporary sign permit by the City, pursuant to the provisions of this Subsection.

3. **Application and Filing**

An application for sign plan approval shall be prepared and filed in accordance with the provisions of Section 16.02.020 (Applications and Fees).

4. **Review and Action**

A temporary sign plan application shall be reviewed by the Director. The application shall be acted upon within 30 days following the determination that such application is complete. The decision of the Director shall be final and conclusive in the absence of a timely filed appeal to the Planning Commission. Appeals shall be filed and processed in accordance with the provisions of Section 16.02.060 (Appeals and Revocation).

5. **Revocation**

Any action of the Director to revoke an approved sign plan shall be carried out pursuant to the provisions of Subsection 16.02.060.C (Revocation Procedure).

16.02.40 Minor Sign Variances

Purpose and Intent

The purpose of the minor sign variance procedure is to provide a reasonable alternative to the placement, height, and area of a sign when unique situations applicable to an individual business would otherwise limit the view of an allowed sign.

A. Applicability

When the strict and literal interpretation and enforcement of this Title would result in practical difficulties, unnecessary hardships, or inconsistencies with the general purpose of this Title, the Director has the authority to grant a minor sign variance from the following provisions:

1. Sign height, provided that the sign may not be raised more than 25 percent above that which would otherwise be allowed;
2. Sign area, provided that the sign may not be increased in area more than 25 percent above that which would otherwise be allowed; and
3. Sign location, provided that no more than two legally permitted signs are located along any one building frontage.

C. Application and Filing

An application for minor sign variance approval may be initiated by the City or an interested party in accordance with the provisions of Section 16.02.020 (Applications and Fees).

D. Review and Action

A minor sign variance application shall be reviewed by the Director. The application shall be acted upon within 30 days following a determination that the application is complete. The decision of the Director shall be final and conclusive in the absence of a timely filed appeal to the Planning Commission. Appeals shall be filed and processed in accordance with the provisions of Section 16.02.060 (Appeals and Revocation Procedures).

1. When granting a minor sign variance, the Director may attach reasonable requirements, in addition to those required by this Title, to ensure that the sign, in its proposed location will:
 - a. Not endanger the public health, safety, or general welfare;
 - b. Not injure the value of adjoining or abutting property;
 - c. Not result in any significant environmental impacts;
 - d. Be in harmony with the area in which it is located; and
 - e. Be in conformity with the Zoning Code (Title 20), General Plan, and/or applicable Specific Plan.

E. Findings

In reviewing a minor sign variance request, the review authority shall consider and clearly establish all the following findings of fact:

- F.** There are specific circumstances or conditions applicable to the property, building, adjacent property or buildings, or topography that substantially restrict the effectiveness of the sign that warrant a request for relief from the strict interpretation of this Title;
1. The special circumstances or conditions are peculiar to the particular business or use to which the applicant desires to draw attention, and do not apply in general to other businesses or uses in the same zoning district or area;
 2. The strict interpretation of the Title would place the business at a disadvantage with other businesses in the same zone and vicinity;
 3. The granting of the minor sign variance would not adversely affect existing nearby residential uses or structures or the community at large;
 4. The granting of the minor sign variance is consistent with the purpose of this Title; and
 5. The granting of the minor sign variance provides the minimal relief necessary to achieve the desired reasonable degree of visibility for the affected sign.

G. Revocation

Any action of the Director to revoke an approved minor sign variance shall be carried out pursuant to the provisions of Subsection 16.02.060.C (Revocation Procedure).

H. Expiration

1. Director approval of any major sign variance request will expire one year from the date of Planning of action, unless a building permit has been issued.
2. The expiration date of any minor sign variance may be extended upon written request by the applicant prior to the expiration date. Upon receipt of a time extension request, the Director shall review the minor sign variance and determine whether new or revised conditions of approval should be imposed. If new or

revised conditions are warranted, the Director may extend the expiration for one year, a maximum of three times.

16.02.50 Major Sign Variances

A. Purpose and Intent

The purpose of the major sign variance procedure is to provide a means whereby the strict application of these regulations need not be applied where circumstances or conditions not created by or in control of a property owner have created practical difficulties or unnecessary hardships that undermine the spirit of these regulations or deprive the property owner of rights to signs enjoyed by other property in the same zone.

B. Applicability

1. When the strict and literal interpretation, and enforcement of this Title would result in practical difficulties, unnecessary hardships, or results inconsistent with the general purpose of this Title, the Planning Commission may grant a variance from the provisions of this Title.
2. In no case shall a major sign variance be granted which authorizes a sign or a property right that is not expressly allowed by this Title.

C. Application and Filing

1. An application for a major sign variance may be initiated by the City or by an interested party in accordance with the provisions of Section 16.02.020 (Applications and Fees).
2. Not later than 30 days after receiving an application for a major sign variance, the Director shall determine, in writing, whether the application is complete and shall immediately transmit the determination to the project applicant. If written determination is not made within the specified 30-day time period, the application shall be deemed complete for processing. Upon receipt of any resubmittal or revision to an accepted application, a new 30-day time period will begin.

D. Hearing and Notice

All applications for a major sign variance and all actions to amend or terminate a major sign variance, shall be heard at a public hearing, scheduled, and noticed in accordance with the provisions of Chapter 16.02 (Procedures).

E. Investigation

The Director shall investigate the facts bearing on the application, provide the information necessary for action on the application consistent with this Title, and shall report all findings to the Planning Commission.

D. Review and Action

1. A major sign variance application shall be reviewed by the Planning Commission. The application shall be acted upon within six months following the date the application was accepted as complete pursuant to the provisions of Subsection C.2 (Application and Filing) The decision of the Planning Commission shall be final and conclusive in the absence of a timely filed appeal to the City Council. Appeals shall be filed and processed in accordance with the provisions of Section 16.02.060 (Appeals).
2. In granting an application for a major sign variance, the Planning Commission may attach reasonable conditions, in addition to those required by this Title, to ensure that the sign, in its proposed location, will:
 - a. Not endanger the public health, safety, or general welfare;
 - b. Not injure the value of adjoining or abutting property;
 - c. Not result in any significant environmental impacts;
 - d. Be in harmony with the area in which it is located; and
 - e. Be in conformity with the Zoning Ordinance (Title 20), General Plan, and/or applicable specific plan.
3. A major sign variance application shall be acted upon within 6 months following the date the application was accepted as complete pursuant to the provisions of Subsection C.2 (Application and Filing).

E. Findings

1. In reviewing a major sign variance request, the Planning Commission shall consider and clearly establish the following findings of fact:
 - a. There are specific circumstances applicable to the property, including size, shape, topography, location, or surroundings, and to the building(s) on the property including their placement and orientation, when the strict application of this Title would deprive the property of privileges enjoyed by other property in the vicinity and under identical zoning classification;
 - b. The granting of a sign variance will not constitute a grant of special privilege inconsistent with the limitations upon other property in the vicinity and zone in which such property is situated;
 - c. The major sign variance is necessary for the preservation and enjoyment of a substantial property right of the property owner, possessed by other property in the same zone and vicinity;
 - d. The granting of a major sign variance will not be materially detrimental to the public health, safety, and general welfare or injurious to property or improvements in the zone or district in which the property is located; and

- e. The granting of a major sign variance will not conflict with the General Plan and/or any applicable specific plan and is consistent with the purpose of this Title.
2. There are specific circumstances applicable to the property, including size, shape, topography, location, or surroundings, and to the building(s) on the property including their placement and orientation, when the strict application of this Title would deprive the property of privileges enjoyed by other property in the vicinity and under identical zoning classification;

F. Expiration

1. Planning Commission approval of any major sign variance request will expire one year from the date of Planning Commission action, unless a building permit has been issued.
2. The expiration date of any major sign variance may be extended upon written request by the applicant prior to the expiration date. Upon receipt of a time extension request, the Director shall review the major sign variance and determine whether new or revised conditions of approval should be imposed. If new or revised conditions are warranted, the Director shall forward the time extension request to the Planning Commission, who shall then approve, approve with amended conditions, or deny the time extension request. If no new or revised conditions are necessary, the Director may extend the expiration date for one year, a maximum of three times. See Subsection 20.23.100.B.8 (Expiration).

G. Performance Guarantee

The Planning Commission may require the provisions of a performance security to ensure the faithful performance of any or all conditions of approval.

H. Revocation

Any action of the Planning Commission or City Council to revoke a sign variance, shall be carried out pursuant to the provisions of Subsection 16.02.060.C (Revocation Procedure).

16.02.60 Creative Sign Review

A. Purpose and Intent

The purpose of a creative sign review is to provide a process that will allow aesthetically creative and innovative signs, murals, and other forthcoming sign types through the allowance of deviations from the sign code, all while mitigating any potential negative impacts.

B. Application and Filing

An application for a creative sign may be initiated by the City or an interested party in accordance with the provisions of Section 16.02.020(B) (Applications and Fees) of this Chapter.

C. Review and Action

A creative sign application shall be reviewed by the Director of Development Services. The application shall be acted upon within 30 days following the determination that such application is complete. The decision of the Director of Development Services shall be final and conclusive in the absence of a timely filed appeal to the Planning Commission. Appeals shall be filed and processed in accordance with the provisions of Section 16.02.080 (Appeals) of this Chapter.

1. In approving a creative sign application, the Director of Development Services may attach reasonable requirements, in addition to those required by this Sign Code, as will ensure that the sign, in its proposed location: (a) will not endanger the public health, safety or general welfare; (b) will not injure the value of adjoining or abutting property; (c) will not result in any significant environmental impacts; (d) will be in harmony with the area in which it is located; and (e) will be in conformity with the Zoning Ordinance (Title 20, CMC), General Plan and/or Specific Plan.

D. Location

A creative sign application may be filed for properties located within any of the Commercial, Mixed Use, and Industrial Zoning Districts.

E. Standards

An applicant may request approval for a sign which deviates from standards applicable to this article but complies with the provisions of this section. Creative Signs shall:

1. Incorporate or enhance architectural features of the building;
2. Exhibit a unique design that reflects creativity, vitality, and innovation;
3. Substantially boost the site's visual quality and contribute positively to the appearance of the adjacent area; and
4. Convey a strong visual identity through the creative use of graphics, colors, and high-quality materials.

F. Restrictions

Creative Signs shall not:

1. Block any major architectural features and details of the building which it will be affixed to.

G. Revocation

Any action of the Director to revoke an approved minor sign variance shall be carried out pursuant to the provisions of Subsection 16.02.060.C (Revocation Procedure).

H. Expiration

1. Director approval of any Creative Sign will expire one year from the date of action, unless a building permit has been issued.
2. The expiration date of a Creative Sign may be extended upon written request by the applicant prior to the expiration date. Upon receipt of a time extension request, the Director shall review the minor sign variance and determine whether new or revised conditions of approval should be imposed. If new or

revised conditions are warranted, the Director may approve, approve with amended conditions, or deny the time extension request. If no new or revised conditions are necessary, the Director may extend the expiration for one year, a maximum of three times.

16.02.070 Murals

A. Purpose and Intent

The purpose of these provisions is to regulate the design, size, location, materials, and colors of murals proposed on commercial buildings in the City of Chino. Murals are intended to enhance the aesthetics of the City by creating visually appealing appearances within the community by achieving the following objectives:

1. Encourage and advancing artistic expression;
2. Beautifying the City of Chino;
3. Creating a unique and attractive sense of place; and
4. Embracing and honoring the cultural heritage of the City

B. Definition

A "MURAL" means any original and unique artwork, painting, or mosaic applied and/or affixed to the exterior wall of a commercial building that does not contain commercial content or advertising. For the purposes of this definition, commercial content and advertising means any text, logo, or visual representation that advertises or refers to a business, service, commercial activity, or product offered on or off-site of the premises which the mural is located.

C. Applicability

A permit is required.

1. A mural application must be submitted to the Planning Division to review for the compliance of this ordinance.
2. It is against the provisions of this ordinance for anyone person or organization to erect, place, paint, or construct a mural on a building without obtaining proper approval from the Planning Division.
3. Any modifications to the design, color, material, or size of an existing or proposed mural must be submitted to the Planning Division for approval.

D. Mural Standards

1. General Regulations
 - (i) The mural height shall not exceed the height of the wall which it is placed on.
 - (ii) Murals shall not depict any crude, obscene, or derogatory content or imagery.
 - (iii) The mural design shall create minimal distractions to vehicular traffic for safety reasons.

- (iv) No more than one percent of the mural shall contain the name of the artist or the sponsor of the mural.
- (v) Murals shall not contain any commercial content or advertising.
- (vi) Murals shall not contain electrical or mechanical components or changing or moving images.
- (vii) Doors, windows, vents, and walkways shall not be obstructed by a mural.
- (viii) Murals that are installed without the City's approval shall be deemed and treated as graffiti.

E. Construction and Maintenance

1. The property owner(s) is responsible for the maintenance of the mural and for any future damage or weathering that occurs to the mural. In addition, the property owner(s) is responsible for the removal of the mural.
2. Murals must be permanently and securely bonded to the wall which they are affixed to.
3. A weatherproofing coat must be applied to the mural to prevent vandalism.
4. The wall from which a mural is removed shall be rehabilitated to be consistent with the buildings' existing color, material, and texture.

16.02.080 Appeals and Revocation Procedures

A. Appeals of Administrative Decisions

Any applicant or any interested person may appeal any action or decision of the Director regarding a sign plan, sign program, or temporary sign permit to the Planning Commission following the appeal procedures established in Subsection 20.23.150.A (Administrative actions or decisions).

B. Appeals of Planning Commission Decisions

Any applicant or any interested person may appeal any action or decision of the Planning Commission regarding a sign plan, sign program, or temporary sign permit to the City Council following the appeal procedures established in Subsection 20.23.150.B (Planning commission actions or decisions).

C. Revocation Procedure

The Planning Commission has jurisdiction to revoke any new or existing sign variance, sign plan or sign program, or any modification thereto granted in accordance with the provisions of this Title in the following manner:

1. Upon recommendation of the Director, the Planning Commission shall conduct a noticed public hearing, pursuant to the provisions of Section 20.23.140 (Public notices and hearings) to determine whether the permit should be revoked. The Director shall prepare and deliver to the permittee a written statement setting forth the factual basis for the proposed revocation at least 10 days prior to the hearing.
2. A permit may be revoked by the Planning Commission or City Council based upon any one or more of the following grounds:
 - a. The approval was obtained by fraud;
 - b. The permit granted is not being exercised;
 - c. The permit granted is being, or recently has been, exercised contrary to the terms or conditions of the original approval, or in violation of any statute, ordinance, law or regulation; or
 - d. The permit for which the approval was granted was so exercised as to be detrimental to the public peace, health, safety, welfare, or to constitute a nuisance.
3. The decision of the Planning Commission to revoke a permit shall be final and conclusive in the absence of a timely filed appeal to the City Council. Any appeal of a Planning Commission action shall be subject to the provisions of Section 16.02.060 (Appeals and Revocation Procedures).

16.03 General Restrictions for All Signs

16.03.010 Location Restrictions

Except where specifically authorized in this Section, signs may not be placed in the following locations:

- A. Within, on, or projecting over public property, City rights-of-way, or waterways except signs which are exempt pursuant to Subsection 16.01.040.C;
- B. Any location that obstructs the view of any authorized traffic sign, signal, or other traffic control device;
- C. Where the visual lines of sight at corners or intersections for drivers of motor vehicles are obstructed;
- D. Areas allowing for ingress to or egress from any door, window, vent or any fire lane, standpipe or emergency access required by the Building Code or Fire Department regulations currently in effect;
- E. Off the premises of the business to which the commercial advertising sign refers;
- F. On fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for a manufacturer's or installer's identification, appropriate warning signs and placards, and information required by law;
- G. Tacked, painted, burned, cut, pasted, or otherwise affixed to trees, rocks, light and utility poles, posts, fences, ladders, benches, or similar supports that are visible from a public way; and
- H. On the roof of a building or structure.

16.03.020 Prohibited Signs

Except as otherwise provided in this Title, the following signs and circumstances are prohibited:

- A. Billboards (except as allowed as Section 16.04.020(F));
- B. Signs that could be confused with any authorized traffic signal or device or that interfere with, obstruct, confuse or mislead traffic;
- C. Bootleg Signs;
- D. Inflatable balloons, except as allowed in Table 16.07.030-C (Standards for Specific Portable and Temporary Sign Types), spinners, strings of flags and pennants, fixed aerial displays, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means either attached to a sign or to vehicles, structures, poles, trees and other vegetation, or similar support structures;

- E. Swooper signs/feather flag;
- F. Off-premise signs, except as allowed in Table 16.05.020-E (CG, CR, and CS Commercial Zoning Districts) and Table 16.05.020-M (Meeting Facilities in All Zoning Districts);
- G. Signs affixed to trucks, automobiles, trailers, or any other vehicle that advertise, identify or provide direction to a use or activity not related to its lawful use for making deliveries, the sale of merchandise, or rendering services from such vehicles;
- H. The parking of delivery, sales, or service vehicles in an off-site location, or on-site within a parking lot adjacent to a public street, for the purpose of advertising;
- I. Any portable sign, except those signs allowed pursuant to Chapter 16.07 (Standards for Portable and Temporary Signs);
- J. Any sign consisting of several sheets of paper connected by perforations, tape, staples, or any other means;
- K. Stuffed or inflated animals or characters used as signs;
- L. Painted signs, except in the Airport Development (AD) zoning district at the Chino Municipal Airport as specified in Table 16.05.020-H (AD - Airport Development Zoning District);
- M. Use of neon/LED strip lighting to define a border around the interior or exterior of a window; and
- N. Any other signs not specifically allowed by the provisions of this Title; however, nothing in this Title shall be construed to prohibit any sign, notice, or advertisement required by law.

16.03.030 Display Restrictions

A. Purpose

The purpose of this Section is to regulate the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that mar the natural and architectural aesthetics of the City.

B. Applicability

Non-Digital Signs with the following display features are prohibited:

1. Rotating, or moving, or giving the appearance of moving, sign body or any other portion of the sign whether by mechanical, wind, or other means. Barber poles no larger than three feet high and 10 inches in diameter, and clocks are excepted from this restriction;
2. Sound, odor, or any particulate matter including, bubbles, smoke, fog, confetti, or ashes;
3. Illumination which changes in color or intensity of color;
4. Lighting devices with intermittent, flashing, rotating, blinking or strobe light illumination, animation, motion picture, or laser or motion picture projection, or any lighting effect creating the illusion of motion, as well as laser or hologram lights;
5. Surfaces that reflect light by means of a glossy, polished, or mirrored surface;
6. Day-glow, fluorescent, and overly bright colors;
7. Internally illuminated signs with a directly exposed light source and neon signs, except as may be allowed pursuant to Subsection 16.04.040.E; and
8. Strings of lights arranged in the shape of a product, arrow, or any commercial message.

16.04 General Requirements for All Signs

16.04.010 Sign Measurement (Area and Height)

A. Sign Area Measurement

Sign area for all sign types is measured as follows:

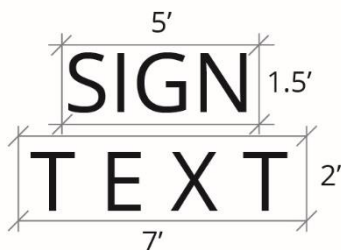
1. The entire face of a sign, including the surface of any framing, projections, or molding, but not including the support structure, as shown in Figure A (Sign Area for Signs on Background Panel).



Sign Area: 32 sf.

Figure A. Sign Area for Signs on Background Panel

2. Sign copy consisting of individual channel letters mounted on a building wall, fascia, or parapet, or a freestanding structure, is determined by including the entire sign copy area within a single, continuous perimeter of not more than eight straight lines, a circle, or an ellipse that enclose the extreme limits of the sign copy, as shown in Figure B (Sign Area for Signs with Individual Letters).
3. Multi-face signs, as shown in Figure C (Sign Area for Multi-face Signs), are



Sign Area: 21.5 sf.

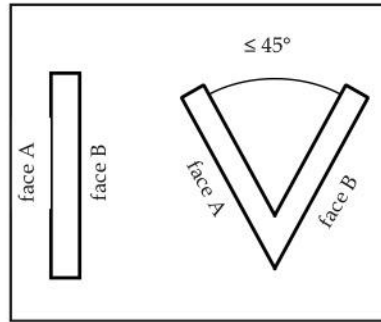
measured as follows:

Figure B. Sign Area for Signs with Individual Letters

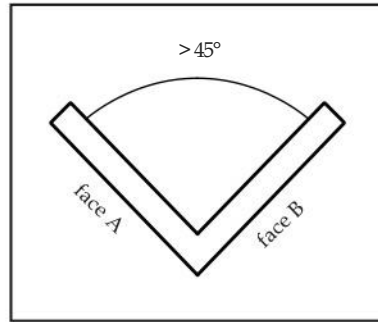
- a. Two face signs: If the interior angle between the two sign faces is 45 degrees or less, the sign area is of one sign face only. If the angle between the two sign

faces is greater than 45 degrees, the sign area is the sum of the areas of the two sign faces.

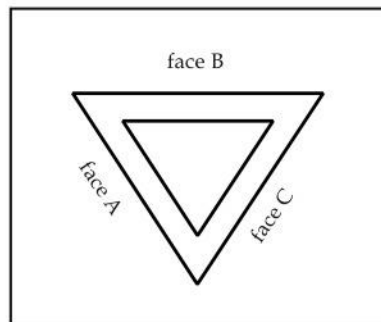
- b. Three or four face signs: The sign area is 50 percent of the sum of the areas of all sign faces.



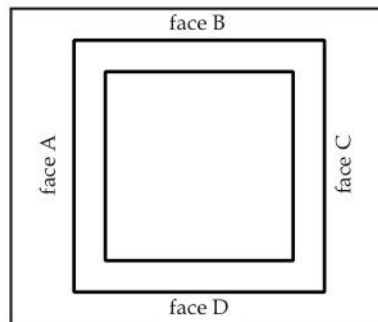
Total Sign Area = A or B



Total Sign Area = A + B



Total Sign Area = (A + B + C) ÷ 2



Total Sign Area = (A + B + C + D) ÷ 2

- 5. A business address is not included in the determination of sign area.

B. Sign Height Measurement

Sign height is measured as follows:

1. Freestanding Signs

Sign height is measured as the vertical distance measured from the highest point of the sign to the lowest adjacent finished grade, as shown in Figure D (Freestanding Sign Height).

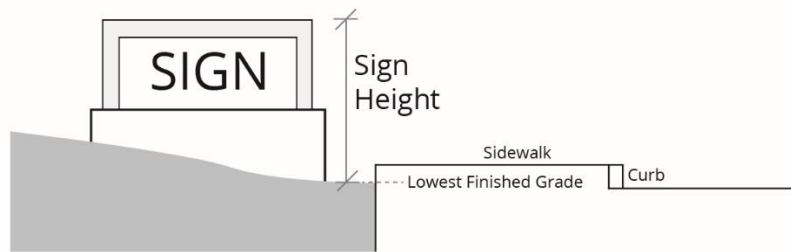


Figure D. Freestanding Sign Height

2. **Building Mounted Signs**

The height of wall, fascia, mansard, parapet, or other building mounted signs is the vertical distance measured from the base of the wall on which the sign is located to the top of the sign or sign structure, as shown in Figure E (Building Mounted Sign Height).

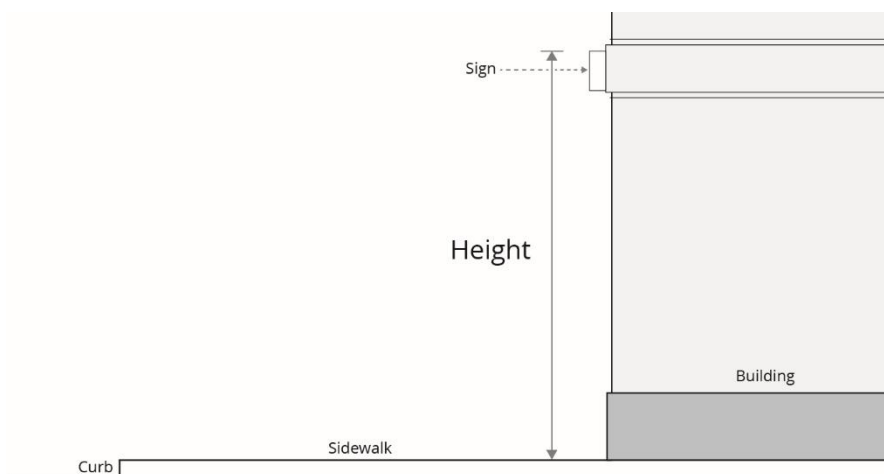


Figure E. Building Mounted Sign Height

16.04.020 Sign Illumination

A. Applicability

All allowed permanent signs may be non-illuminated, illuminated by internal light fixtures, halo illuminated, or illuminated by external indirect illumination, unless otherwise specified. All permanent signs for single-family residences or duplexes and all temporary signs shall be non-illuminated.

B. Internally Illuminated Signs

1. To minimize glare, internally illuminated signs must either be constructed with an opaque background and translucent text and symbols, or with a colored (not white, off-white, light gray, or cream) background and generally lighter text and symbols.
2. The illumination level of a sign shall be reduced if the Director determines it to be excessive. The Director may find that illumination is excessive if:
 - a. The amount of illumination is substantially greater than the illumination level of other nearby signs;
 - b. The sign's illumination interferes with the visibility of other signs or with the perception of objects or buildings in the vicinity of the sign;
 - c. It directs glare toward streets or motorists;
 - d. It adversely impacts nearby residents or neighborhoods; or
 - e. The illumination reduces the nighttime readability of the sign.

C. Externally Illuminated Signs

1. Externally illuminated signs must be illuminated only with steady, stationary, fully shielded light sources directed solely onto the sign without causing glare.
2. The light source for externally illuminated signs must be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties.

D. Raised Letter Signs

1. The use of individual lettered business and logo design, or where appropriate, signs containing sign copy, logo, and/or decorative embellishments in relief on the face of the sign enhances the readability of the sign and projects a positive image of the business or use.



Figure F. Examples of raised letter signs

2. Pan channel letters, preferably without raceways, or internal/indirect halo illuminated channel letters on an unlit or otherwise indistinguishable background on a freestanding sign or building wall are preferred.



Figure G. Examples of pan channel letters and internal halo illuminated channel letters in wall mounted signs

E. Exposed Neon and LED Strip Lighting

1. The use of neon or LED strip lighting is encouraged for energy conservation purposes and to allow for creatively designed and attractive signs.
2. Exposed neon/LED strip Lighting is allowed as part of a freestanding or building mounted sign subject to the following:
 - a. Exposed neon/LED strip lighting is only allowed in the General Commercial (CG) zoning district as specified in Table 16.05.020-E (CG, RMU, BMU, and Commercial Zoning Districts); and
 - b. Neon lighting must include a dimmer which can reduce the brightness of the neon.
3. Exposed neon/LED strip lighting used as a design feature on a sign shall be reviewed in the same manner as a sign without exposed neon or LED strip lighting to ensure the sign design meets the purpose and intent of this Title.
4. Exposed neon/LED strip lighting must be limited to confined areas, such as building entries, architectural features, or used to reinforce specific architectural elements such as a tower.
5. Exposed neon/LED strip lighting incorporated into a sign, building or structure shall be counted toward the total allowable signage for the establishment it serves.

F. Electronic Message Board Signs

1. Electronic message boards are only allowed in the Regional Mixed Use (RMU), Boulevard Mixed Use (BMU), General Commercial (CG), and Open Space (OS1 and OS2) Zoning Districts and in the public right-of-way.

2. A freestanding sign containing a digital message board shall be at a minimum 600 feet away from another freestanding sign containing an electronic message board. This distance shall be measured from the base of each freestanding sign.
3. A freestanding sign containing a digital message board shall be at least 500 feet from the property line of any residential property.
4. **Commercial Sites.** Digital message boards shall only be located in commercial centers greater than or equal to one acre in size.
5. **Minimum Size.** Digital message boards shall be no smaller than 32 square feet.
6. **Maximum Size.** Digital message boards are allowed to occupy 80 percent of the maximum allowable sign area.
7. Illumination Standards
 - a. **Display Timing.** Each image/graphic shall be displayed no less than 5 seconds.
 - b. **Display Restrictions.** Digital message boards shall not flash, blink, flutter, include intermittent or chasing lights, or display video messages (i.e., any illumination or message that is in motion or appears to be in motion).
 - c. Electronic message signs must be equipped with a sensor or other device that automatically determines the ambient illumination and be programmed to automatically dim according to ambient light conditions (e.g., with the use of photocell technology), or that can be adjusted to comply with the 0.3 foot-candle requirement.
8. Electronic message board signs must not flash, blink, flutter, include intermittent or chasing lights, or display video messages (i.e., any illumination or message that is in motion or appears to be in motion). Electronic message board signs may display changing messages provided that each message is displayed for no less than four seconds.
9. One electronic message board sign is allowed per parcel.
10. Digital billboards are subject to a Development Agreement.

G. Interior Neon/LED Signs

Neon/LED signs placed in a window are allowed and count toward the aggregate area for all window signs and must not exceed 25 percent of the total window area. Any individual neon/LED sign must not exceed four square feet in area.

H. Search Light or Laser Light Display

1. A written request for the use of searchlights or laser light displays shall be filed with the Director indicating the purpose, location, period of operation, time of operation, and any additional information deemed necessary by the Director to process the application.

2. Searchlights and laser light displays are only allowed in the General Commercial (CG) and Commercial Regional (CR) zoning districts, as specified in Table 16.05.020-E (CG, CR, CS and MU Commercial Zoning Districts), in association with a special or temporary event.
3. Searchlights and laser light displays are limited to a maximum of 14 calendar days per year. The days may be used consecutively, or in two periods of seven days duration.

16.04.030 Sign Installation and Maintenance

A. Construction

1. The construction of signs shall be enforced and administered by the Building Official. All signs and advertising structures shall be designed and constructed to withstand wind loads, dead loads, and lateral forces as required by the Uniform Sign Code and the provisions of this Title.
2. Any angle iron, bracing, guy wires, or similar features used to support a sign must not be visible to the extent technically feasible.
3. When electrical service is provided to freestanding signs or landscape wall signs, all such electrical service must be placed underground and concealed. Electrical service to building mounted signs, including conduit, housings, and wire, must be concealed or, when necessary, painted to match the surface of the structure upon which they are mounted. A Building Permit (electrical) shall be issued prior to installation of any new signs requiring electrical service.
4. All permanent signs allowed by this Division must be constructed of durable materials capable of withstanding continuous exposure to the elements and the conditions of a built-up environment.

B. Identification

Every sign or other advertising structure erected in the City, must have an identifying number, the name of the erector, installation year, and, if illuminated, the voltage plainly placed on the exterior surface of the sign body, in a location where such information is readily visible after erection and installation.

C. Maintenance

1. All signs must be maintained by any property owner, lessor, lessee, manager, agent, or other person having lawful possession or control over a building, structure, or parcel of land, in a condition or state of equivalent quality to which was approved or required by the City.
2. All signs together with their supports and appurtenances shall be maintained. Maintenance of a sign shall include periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded,

peeled, cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore the sign so that it continues to comply with the requirements and contents of the sign permit issued for its installation and provisions of this Title.

3. Required landscaped areas contained by a fixed border, curbed area, wall, or other perimeter structure must receive regular repair and maintenance. Plant materials that do not survive after installation in required landscape areas are required to be replaced within three months of the plant's demise.
4. Failure to maintain a sign constitutes a violation of this Section and shall be subject to enforcement action, in which case the Director may order the removal of any sign that is not maintained in accordance with the provisions of this Title, pursuant to the provisions of Subsection 16.10.020.E (Removal of Illegal Signs).
5. The Director has the authority to order the repair, maintenance, or removal of any sign or sign structure that has become dilapidated or represents a hazard to safety, health, or public welfare as provided in Chapter 16.10 (Enforcement).

16.05 Standards for Permanent Signs

16.05.010 Applicability

- A. Permanent signs shall comply with the sign area, height, number, type, and other requirements established in this Chapter.
- B. Section 16.05.020 (Standards for Permanent Signs by Zoning District or Use) is organized into five parts as described below. Cross-references provide linkages between related standards.
 - 1. Signs allowed in residential zoning districts;
 - 2. Signs allowed in non-residential zoning districts;
 - 3. Signs allowed in agricultural, open space, and public zoning districts; and
 - 4. Signs allowed for meeting facilities in all zoning districts.
- C. The following abbreviations are used throughout the tables in Section 16.05.020 (Standards for Permanent Signs by Zoning District or Use):
 - 1. "SF" for square feet;
 - 2. "LF" for linear feet; and
 - 3. "FT" for foot or feet

16.05.020 Standards for Permanent Signs by Zoning District or Use

A. Signs Allowed in Residential Zoning Districts

The standards included in this Subsection apply to the permanent sign types allowed in all residential zoning districts.

Table 16.05.020-A: RD1, RD2, RD4.5 Single-Family Residential Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Freestanding Signs				
Monument Sign	1 sign per tract boundary street frontage	12.5 SF per sign face.	6 FT	Min. 5 FT behind the curb face of a private street or driveway Placed at the tract entrance or the intersection of boundary streets
Additional Standards for Monument Signs:				
<ol style="list-style-type: none"> 1. Non-illuminated or exterior illumination only. 2. Sign base must be min. 1.5 FT in height. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				

Table 16.05.020-B: RD8, RD12, RD14 and RD20 Multi-Family Residential Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Building Mounted Signs				
Wall Sign	1 wall sign per street frontage	24 SF per sign face.	--	Placed below a parapet or the eave line
Additional Standards for Wall Signs:				
<ol style="list-style-type: none"> 1. Either 1 wall sign or 1 monument sign is allowed. 2. Non-illuminated or exterior illumination only. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Directory Sign	1 wall-mounted directory sign per street frontage	6 SF per sign face	5 FT Sign base must be min. 1.5 FT in height	Min. 5 FT behind the curb face of a private street or driveway On the street frontage or at the development's entrances
Freestanding Signs				

Table 16.05.020-B: RD8, RD12, RD14 and RD20 Multi-Family Residential Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Monument Sign	1 monument sign per street frontage	24 SF per sign face	6 FT Sign base min 1.5 FT in height	Min. 5 FT behind the curb face of a private street or driveway On the street frontage or at the development's entrance Developments located on a corner may have a monument sign on the corner
Additional Standards for Monument Signs:				
<ol style="list-style-type: none"> 1. Either 1 wall sign or 1 monument sign is allowed. 2. Non-illuminated or exterior illumination only. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Directory Sign	1 monument directory sign per street frontage	6 SF per sign face	5 FT	On the street frontage or at the development's entrance

B. Signs Allowed in Non-Residential Zoning Districts

The standards included in this Subsection apply to the permanent sign types allowed in all non-residential zoning districts.

Table 16.05.020-D: CN Neighborhood Convenience Center Zoning District				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Building Mounted Signs				
Wall Sign – single-tenant buildings, multi-tenant buildings, and shopping centers	1 sign per business facing a street ROW or 1 sign at a public entrance facing a parking lot	1.5 SF of sign area for each LF of business face where the sign is placed, max. 150 SF Total length of a wall sign is max. 70% of the width of the business face upon which the sign is placed	--	Placed below a parapet or the eave line

Table 16.05.020-D: CN Neighborhood Convenience Center Zoning District

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement								
Additional Standards for Wall Signs: <ol style="list-style-type: none"> Wall signs shall consist of individual channel letters affixed to the building face. Individual letters within a wall sign shall not exceed the following heights: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Wall Length</th> <th>Height</th> </tr> </thead> <tbody> <tr> <td><35 FT</td> <td>2 FT</td> </tr> <tr> <td>35 FT to 75 FT</td> <td>3 FT</td> </tr> <tr> <td>>75 FT</td> <td>4 FT</td> </tr> </tbody> </table> The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 					Wall Length	Height	<35 FT	2 FT	35 FT to 75 FT	3 FT	>75 FT	4 FT
Wall Length	Height											
<35 FT	2 FT											
35 FT to 75 FT	3 FT											
>75 FT	4 FT											
Service Station Canopy Sign	1 sign per canopy face visible from the street ROW	12 SF	2 FT	Placed below a parapet or the eave line								
Additional Standards for Service Station Canopy Signs: <ol style="list-style-type: none"> Colored bands installed on the side of the canopy are not included in the total sign area. Internal illumination only. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 												
Awning Sign	--	1 SF per LF of awning width (included in the total allowable sign area for building mounted signs)	--	Placed only above ground floor doors or windows Min. 8 FT clearance from bottom of the awning to finished grade								
Additional Standards for Awning Signs: <ol style="list-style-type: none"> May not be illuminated. 												
Drive-through Identification Sign	1 sign	15 SF per sign face	Below a parapet or the eave line	Placed at the drive-through entrance								
Additional Standards for Drive-through Identification Signs: <ol style="list-style-type: none"> Letter height max. 1 FT. Internal illumination only. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 												
Suspended Sign	1 per business	3 SF per sign face	--	Placed below a parapet or the eave line Min. 8 FT clearance from bottom of sign to finished grade								
Window Sign	--	25% of the window area per building	--	Placed on the interior side of the window only ¹								
Additional Standards for Window Signs: <ol style="list-style-type: none"> Except holiday displays which may be on the window's exterior. Holiday displays must be removed 10 calendar days after the holiday. 												
Freestanding Signs												

Table 16.05.020-D: CN Neighborhood Convenience Center Zoning District				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Monument Signs - Shopping Centers < 3 acres	1 monument sign per street frontage	48 SF per sign face	10 FT Sign base min. 15% of total sign height	Min. 5 FT behind the curb face of a private street or driveway See Table B (Standards for Monument Signs)
Monument Signs - Shopping Centers ≥ 3 acres	1 monument sign for each 650 LF of street frontage or fraction thereof	75 SF per sign face	15 FT Sign base min. 10% of total sign height	Min. 5 FT behind the curb face of a private street or driveway Signs must be located min. 250 FT apart See Table B (Standards for Monument Signs)
Additional Standards for Monument Signs:				
<ol style="list-style-type: none"> Individual letters must be min. 8-inches in height. Internal or external illumination allowed. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Freeway Pylon Sign - Single tenant and multiple tenant buildings	1 per lot or parcel	200 SF per sign face	20 FT ¹	Min. 5 FT behind the curb face of a private street or driveway
Freeway Pylon Sign - Commercial Centers	One per center	300 SF per sign face	45 FT ²	Min. 5 FT behind the curb face of a private street or driveway
Additional Standards for Freeway Pylon Signs:				
<ol style="list-style-type: none"> Min. depth of 100 FT and min. frontage width of 100 FT on a primary or secondary arterial street as defined by the Circulation Element of the City's adopted General Plan. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				

End Notes:

¹ Except that when a sign is located next to an elevated freeway, the sign height may be increased an additional 1 FT for each foot the freeway is elevated above the sign's adjacent grade, not to exceed 40 FT in height.

² Except that when a sign is located next to an elevated freeway, the sign height may be extended an additional 1 FT for each foot the freeway is elevated above the sign's adjacent grade, not to exceed 60 FT in height.

Table 16.05.020-E: CG, RMU,, and BMU Commercial Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Building Mounted Signs				

Table 16.05.020-E: CG, RMU,, and BMU Commercial Zoning Districts

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement								
Wall Sign - Single tenant buildings	Primary wall sign: 1 sign per street frontage or 1 sign at a public entrance facing a parking lot; and Secondary wall sign: 1 sign on any other building face visible from a public street	2 SF of sign area for each LF of business face where the sign is placed – max. 150 SF	--	Placed below a parapet or the eave line								
Wall Sign - Multiple tenant buildings	Primary wall sign: 1 sign per street frontage or 1 sign at a public entrance facing a parking lot; and Secondary wall sign: 1 sign on any other building face visible from a public street	2 SF of sign area for each LF of business face where the sign is placed – max. 150 SF The total length of a wall sign shall not exceed 70% of the width of the business face upon which the sign is placed.	--	Placed below a parapet or the eave line								
<p>Additional Standards for Wall Signs:</p> <ol style="list-style-type: none"> The Director may determine that additional wall signs are appropriate based on their function and use, including to identify services or facilities that are secondary in nature to a primary use, e.g. signs to identify a service department, parts department, loading area, or drop-off zone. Wall signs shall consist of individual channel letters affixed to the building face. Individual letters within a wall sign shall not exceed the following heights: <table border="0" style="margin-left: 40px;"> <tr> <td style="padding-right: 20px;"><u>Wall Length</u></td> <td><u>Height</u></td> </tr> <tr> <td><35 FT</td> <td>2 FT</td> </tr> <tr> <td>35 FT to 75 FT</td> <td>3 FT</td> </tr> <tr> <td>>75 FT</td> <td>4 FT</td> </tr> </table> Individual letters within a secondary wall sign, max 2 FT in height. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 					<u>Wall Length</u>	<u>Height</u>	<35 FT	2 FT	35 FT to 75 FT	3 FT	>75 FT	4 FT
<u>Wall Length</u>	<u>Height</u>											
<35 FT	2 FT											
35 FT to 75 FT	3 FT											
>75 FT	4 FT											
Changeable Copy Sign	1 wall sign per business at the main theater entrance provided it is not readily visible from the ROW	10 SF for each theater, max. 200 SF	--	Placed below a parapet or the eave line								
<p>Additional Standards for Changeable Copy Signs:</p> <ol style="list-style-type: none"> Internal or external illumination allowed. The minimum/maximum individual letter height shall be as determined appropriate by the Director, keeping in mind the proportion of letter area to the overall sign background area. 												
Service Station Canopy Sign	1 sign per canopy face visible from the street ROW	12 SF	2 FT	Placed below a parapet or the eave line								
<p>Additional Standards for Service Station Canopy Signs:</p> <ol style="list-style-type: none"> Colored bands installed on the side of the canopy are not included in the total sign area. Internal illumination only. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 												

Table 16.05.020-E: CG, RMU,, and BMU Commercial Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Awning Sign	--	1 SF per LF of awning width (included in the total allowable sign area for building mounted signs)	--	Placed only above ground floor doors or windows Min. 8 FT clearance from bottom of the awning to finished grade
Additional Standards for Awning Signs:				
1. Non-illuminated only.				
Drive-through Identification Sign	1 sign	15 SF per sign face	Below a parapet or the eave line	Placed at the drive-through entrance
Additional Standards for Drive-through Identification Signs:				
1. Letter height max. 1 FT.				
2. Internal illumination only.				
3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply.				
Suspended Sign	1 per business	3 SF per sign face	--	Placed below a parapet or the eave line Min. 8 FT clearance from bottom of sign to finished grade
Additional Standards for Suspended Signs:				
1. Non-illuminated or external illumination only.				
2. The design standards in Chapter 16.06 (General Sign Design Standards) also apply.				
Window Sign	--	25% of the window area per building	--	Placed on the interior side of the window only ¹
Additional Standards for Window Signs:				
1. Except holiday displays which may be on the window's exterior. Holiday displays must be removed 10 calendar days after the holiday.				
Freestanding Signs				
Monument Sign - Single tenant buildings	1 sign per building	75 SF per sign face	10 FT	Min. 5 FT behind the curb face of a private street or driveway
Monument Sign - Multiple tenant buildings	1 sign per building	75 SF per sign face	10 FT	Min. 5 FT behind the curb face of a private street or driveway
Monument Sign - Shopping Centers < 3 acres	1 sign per street frontage	48 SF per sign face	10 FT Sign base min. 15% of total sign height	Min. 5 FT behind the curb face of a private street or driveway

Table 16.05.020-E: CG, RMU,, and BMU Commercial Zoning Districts

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement								
Monument Sign - Shopping Centers ≥ 3 acres	1 sign for each 650 LF of street frontage, or fraction thereof	75 SF per sign face	15 FT Sign base min. 10% of total sign height	Min. 5 FT behind the curb face of a private street or driveway Signs must be located min. 250 FT apart								
Monument Sign - Regional Commercial Centers ¹	As determined appropriate by the Planning Commission											
Additional Standards for Monument Signs:												
<ol style="list-style-type: none"> Individual letters within a wall sign shall not exceed the following heights: <table border="0" style="margin-left: 40px;"> <tr> <td style="padding-right: 20px;"><u>Wall Length</u></td> <td><u>Height</u></td> </tr> <tr> <td><35 FT</td> <td>2 FT</td> </tr> <tr> <td>35 FT to 75 FT</td> <td>3 FT</td> </tr> <tr> <td>>75 FT</td> <td>4 FT</td> </tr> </table> Individual letters must be min. 8-inches in height. Internal or external illumination allowed. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. For multi-tenant buildings, the sign area devoted to each tenant space must be proportional to the area of the building occupied by the tenant. May include a changeable copy sign (see below). 					<u>Wall Length</u>	<u>Height</u>	<35 FT	2 FT	35 FT to 75 FT	3 FT	>75 FT	4 FT
<u>Wall Length</u>	<u>Height</u>											
<35 FT	2 FT											
35 FT to 75 FT	3 FT											
>75 FT	4 FT											
Freeway Pylon Sign - Single & multiple tenant buildings	1 per lot or parcel	200 SF per sign face	20 FT ²									
Freeway Pylon Sign - Commercial Centers	One per center	300 SF per sign face.	45 FT ³									
Freeway Pylon Sign - Regional Commercial Centers ¹	As determined appropriate by the Planning Commission											
Additional Standards for Freeway Pylon Signs:												
<ol style="list-style-type: none"> Min. depth of 100 FT and min. frontage width of 100 FT a primary or secondary arterial street as defined by the Circulation Element of the City's adopted General Plan. Non-illuminated or internal illumination only. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 												
Changeable Copy Sign	1 sign incorporated into a monument sign	10 SF for each theater, max. 200 SF	10 FT									
Additional Standards for Changeable Copy Signs:												
<ol style="list-style-type: none"> May be freestanding or incorporated into a monument sign. Internal or external illumination allowed. Min./max. letter height to be determined by the Director based on the proportion of letter area and the area of the sign background. 												

Table 16.05.020-E: CG, RMU,, and BMU Commercial Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Drive-through Menu Board Sign	1 sign	45 SF per sign face	6 FT	
Additional Standards for Drive-through Menu Board Signs:				
<ol style="list-style-type: none"> 1. Internal illumination only. 2. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				

End Notes:

¹ Building Mounted and Freestanding Signs for regional commercial centers shall be reviewed and acted upon by the Planning Commission. While generally following City sign regulations and policy, the Planning Commission may vary the requirements of this Chapter, recognizing the unique characteristics of regional uses.

² Except that when a sign is located next to an elevated freeway, the sign height may be extended an additional 1 FT for each foot the freeway is elevated above the sign’s adjacent grade, not to exceed 40 FT in height.

³ Except that when a sign is located next to an elevated freeway, the sign height may be extended an additional 1 FT for each foot the freeway is elevated above the sign’s adjacent grade, not to exceed 60 FT in height.

Table 16.05.020-F: BP – Business Park Zoning District				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Building Mounted Signs				
Wall Sign - Single and multiple tenant buildings	1 sign per business facing a street ROW or 1 sign at a public entrance facing a parking lot.	One SF of sign area for each LF of business face where the sign is placed – max. 150 SF	--	Placed below a parapet or the eave line
Additional Standards for Building Mounted Signs:				
<ol style="list-style-type: none"> 1. Wall signs shall consist of individual channel letters affixed to the building face. 2. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Service Station Canopy Sign	1 sign per canopy face visible from the street ROW	12 SF	2 FT	Placed below a parapet or the eave line
Additional Standards for Service Station Canopy Signs:				
<ol style="list-style-type: none"> 1. Colored bands installed on the side of the canopy are not included in the total sign area. 2. Internal illumination only. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				

Table 16.05.020-F: BP – Business Park Zoning District				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Awning Sign	--	1 SF per LF of awning width (included in the total allowable sign area for building mounted signs)	--	Placed only above ground floor doors or windows Min. 8 FT clearance from bottom of the awning to finished grade
Additional Standards for Awning Signs:				
1. May not be illuminated.				
Drive-through Identification Sign	1 sign	15 SF per sign face	Below a parapet or the eave line	Placed at the drive-through entrance
Additional Standards for Drive-through Identification Signs:				
1. Letter height max. 1 FT.				
2. Internal illumination only.				
3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply.				
Freestanding Signs				
Monument Sign - Single tenant buildings	1 sign per building	75 SF per sign face	--	On the primary street frontage Min. 5 FT behind the curb face of a private street or driveway
Monument Sign – Business Park	1 monument sign per street frontage	30 SF per sign face.	5 FT	Min. 5 FT behind the curb face of a private street or driveway Placed at the business park street entrance or at a street intersection
Monument Sign - Mixed use developments	1 monument sign per street frontage	48 SF per sign face	10 FT Sign base min. 15% of total sign height	Min. 5 FT behind the curb face of a private street or driveway
Additional Standards for Monument Signs:				
1. Individual letters must be min. 8 inches in height.				
2. Internal or external illumination allowed.				
3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply.				

Table 16.05.020-G: M1, M2 and EMU Industrial Zoning Districts

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Building Mounted Signs				
Wall sign - Single tenant buildings, lots < 10 acres	1 sign per street frontage ¹ Within industrial parks, buildings without a street frontage – 1 one wall sign per building frontage served by a main drive aisle for 3 or more buildings, max. 2 signs per building	1 SF of sign area for each LF of business face where the sign is placed – max. 150 SF	--	Placed below a parapet or the eave line
Wall sign - Single tenant buildings, lots ≥ 10 acres	1 wall sign per street frontage and 1 monument sign at the primary entrance Within industrial parks, buildings without a street frontage – 1 one wall sign per building frontage served by a main drive aisle for 3 or more buildings, max. 2 signs per building	1 SF of sign area for each LF of business face where the sign is placed – max. 150 SF	--	Placed below a parapet or the eave line
Wall sign - Multiple tenant buildings	1 wall sign per business per street frontage or at a public entrance, not to exceed 2 signs	0.5 SF of sign area for each LF of business face where the sign is placed; or Max. 6 SF if a monument sign is used		Placed below a parapet or the eave line Placed at the business entrance facing a public street
Wall sign - Retail Uses in Industrial Zones	Signs for retail and service uses in industrial zones must comply with the requirements specified in Table 16.05.020-E (CG, CR, CS and MU Commercial Zoning Districts).			

Table 16.05.020-G: M1, M2 and EMU Industrial Zoning Districts

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Additional Standards for Wall Signs: <ol style="list-style-type: none"> 1 monument sign per street frontage is allowed. The max. individual character/letter height within a sign for multi-tenant buildings is 2 FT. If an existing sign for a retail use is increased in area, the design of the combined sign shall be such that the sign appears as a wholly integrated sign and not as a separate addition or rider to the primary sign. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Service Station Canopy Sign	1 sign per canopy face visible from the street ROW	12 SF	2 FT	Placed below a parapet or the eave line
Additional Standards for Service Station Canopy Signs: <ol style="list-style-type: none"> 1. Colored bands installed on the side of the canopy are not included in the total sign area. 2. Internal illumination only. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Awning Sign	--	1 SF per LF of awning width (included in the total allowable sign area for building mounted signs)	--	Placed only above ground floor doors or windows Min. 8 FT clearance from bottom of the awning to finished grade
Additional Standards for Awning Signs: <ol style="list-style-type: none"> 1. Non-illuminated only. 				
Drive-through Identification Sign	1 sign	15 SF per sign face	Below a parapet or the eave line	Placed at the drive-through entrance
Additional Standards for Drive-through Identification Signs: <ol style="list-style-type: none"> 1. Letter height max. 1 FT. 2. Internal illumination only. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Freestanding Signs				
Monument Sign - Single tenant buildings, lots < 10 acres	1 monument sign per street frontage and 1 wall sign per street frontage	75 SF per sign face	5 FT	On the primary street frontage Min. 5 FT behind the curb face of a private street or driveway
Monument Sign - Single tenant buildings, lots ≥ 10 acres	1 monument sign at the primary entrance and 1 wall sign per street frontage	75 SF per sign face	5 FT	On the primary street frontage Min. 5 FT behind the curb face of a private street or driveway

Table 16.05.020-G: M1, M2 and EMU Industrial Zoning Districts

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Monument Sign - Multiple tenant buildings	1 monument sign	75 SF per sign face	10 FT	On the primary street frontage Min. 5 FT behind the curb face of a private street or driveway
Monument Sign - Industrial parks < 10 acres	1 monument sign per street frontage	75 SF per sign face	10 FT	Placed at the project entrance or intersection of boundary streets. Min. 5 FT behind the curb face of a private street or driveway
Monument Sign - Industrial parks ≥ 10 acres	1 monument sign per main street entrance(s) into the industrial park and at the intersection of boundary streets	75 SF per sign face.	10 FT	Signs must be located min. 250 FT apart Min. 5 FT behind the curb face of a private street or driveway
Monument Sign - Retail uses in Industrial Zones ¹	Signs for retail and service uses in industrial zones must comply with the requirements specified in Table 16.05.020-E (CG, RMU, and BMU Commercial Zoning Districts).			
<p>Additional Standards for Monument Signs:</p> <ol style="list-style-type: none"> 1. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 2. Internal or external illumination allowed. 3. For multi-tenant buildings, the sign area devoted to each tenant space must be proportional to the area of the building occupied by the tenant. 4. If an existing sign for a retail use is added to, the design of the combined sign shall be such that the sign appears as a wholly integrated sign and not as a separate addition or rider to the primary sign. 				

End Notes:

¹ For retail uses in an industrial park, only either 1 wall sign or 1 monument or landscape wall sign per street frontage is allowed.

Table 16.05.020-H: AD - Airport Development Zoning District	
Use Type	Standards
Commercial uses	Signs for airport related commercial office, retail and service uses must comply with the requirements specified in Table 16.05.020-E (CG, CR, CS and MU Commercial Zoning Districts).
Industrial and general aviation uses	Signs for airport related commercial office, retail and service uses must comply with the requirements specified in Table 16.05.020-G (M1, M2, and EMU Industrial Zoning Districts).
Additional Standards for the Airport Development Zoning District:	
1. Painted signs are also allowed in the AD zoning district.	

C. Signs Allowed in in Agricultural, Open Space, and Public Zoning Districts

The standards included in this Subsection apply to the permanent sign types allowed in all residential agricultural, open space, and public zoning districts.

Table 16.05.020-J: AG General Agricultural Zoning District				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Freestanding Signs				
Monument Sign	1 sign per street frontage	12.5 SF per sign face.	8 FT	On the primary street frontage Min. 5 FT behind the curb face of a private street or driveway
Additional Standards for Monument Signs:				
1. Non-illuminated or exterior illumination only.				
2. The design standards in Chapter 16.06 (General Sign Design Standards) also apply.				

Table 16.05.020-K: OS1 and OS2 Open Space Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Freestanding Signs				

Table 16.05.020-K: OS1 and OS2 Open Space Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Monument Signs - Regional and Community Parks ¹	1 sign per boundary street frontage	75 SF per sign face	15 FT	Min. 5 FT behind the curb face of a private street or driveway Placed at the street entrance or intersection of boundary streets
Additional Standards for Monument Signs: <ol style="list-style-type: none"> The design standards in Chapter 16.06 (General Sign Design Standards) also apply. Internal or external illumination allowed. May include an electronic message board. 				
Electronic Message Boards	Refer to applicable standards in Subsection 16.04.030.F (Electronic Message Boards)			
Directional Signs	Must comply with the requirements specified in Table 16.05.020-E (CG, CR and CS Commercial Zoning Districts).			
Pedestrian Signs	Must comply with the requirements specified in Table 16.05.020-E (CG, CR and CS Commercial Zoning Districts).			
Window Signs	Must comply with the requirements specified in Table 16.05.020-E (CG, CR and CS Commercial Zoning Districts).			
Monument Signs - Neighborhood Parks	1 sign per boundary street frontage	30 SF per sign face	6 FT	Min. 5 FT behind the curb face of a private street or driveway Placed at the street entrance or intersection of boundary streets
Additional Standards for Monument Signs: <ol style="list-style-type: none"> Exterior illumination or backlit (halo) illuminated letters only. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Monument Signs - Fairgrounds	1 sign	115 SF per sign face	10 FT	Min. 5 FT behind the curb face of a private street or driveway
Additional Standards for Monument Signs: <ol style="list-style-type: none"> Exterior illumination or backlit (halo) illuminated letters only. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Electronic Message Board - Fairgrounds	Max 1 integrated into the monument sign	Max. area is 50% of the total sign area of the monument sign	--	--
Additional Standards for Electronic Message Boards: <ol style="list-style-type: none"> Refer to applicable standards in Subsection 16.04.030.F (Electronic Message Boards). 				

Table 16.05.020-K: OS1 and OS2 Open Space Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Permanent Signs for Other Uses	Must comply with the requirements specified in Table 16.05.020-E (CG, CR and CS Commercial Zoning Districts).			

Table 16.05.020-L: P - Public Zoning District	
Building Mounted Signs ¹	
Building mounted signs in Government or Public Facilities, except Public Parks in the OS1 and OS2 Open Space Zoning Districts (See Section 16.05.020-K (OS1 and OS2 Open Space Zoning Districts))	Must comply with the requirements specified in Table 16.05.020-E (CG, CR and CS Commercial Zoning Districts)
Freestanding Signs ¹	
Freestanding signs in Government or Public Facilities, except Public Parks in the OS1 and OS2 Open Space Zoning Districts (See Section 16.05.020-K (OS1 and OS2 Open Space Zoning Districts))	Must comply with the requirements specified in Table 16.05.020-E (CG, CR and CS Commercial Zoning Districts)

End Notes:

¹ Standards for building mounted and freestanding signs for all other uses in the Public zoning district shall be applied based on the sign standards for the zoning district in which the use would be allowed and categorized, as determined by the Director. For example, signs for a senior housing use would be based on the standards established in Table 16.05.020-B (RD8, RD12, RD14, and RD20 Multi-Family Residential Zoning Districts), while signs for an office use would be based on the standards established in Table 16.05.020-C (CO Commercial Office Zoning District).

D. Signs Allowed for Meeting Facilities in All Zoning Districts

The standards included in this Subsection apply to the permanent sign types allowed for meeting facilities.

Table 16.05.020-M: Meeting Facilities in All Zoning Districts				
Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
Meeting Facilities ¹				
Wall Sign - Single Tenant Buildings	1 sign per street frontage	30 SF per sign face	--	Placed below a parapet or the eave line
Wall Sign - Multiple Tenant Buildings	1 sign per street frontage	30 SF per sign face	--	Placed below a parapet or the eave line
Additional Standards for Wall Signs:				
<ol style="list-style-type: none"> 1. Either 1 wall sign or 1 monument sign per street frontage is allowed. 2. Primary and secondary wall signs must be constructed of individual channel letters affixed to the building. 3. The max. individual character/letter height within a sign for multi-tenant buildings is 2 FT. 4. Signs shall either be exterior illuminated or have backlit (halo lighting) letters. 5. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Monument Sign - Single Tenant Buildings	1 sign per street frontage, including 1 changeable copy sign	30 SF per sign face; changeable copy sign max. 50% of the total allowable sign area per sign face	6 FT	--
Monument Sign - Multiple Tenant Buildings	1 sign per street frontage, including 1 changeable copy sign ²	30 SF per sign face; changeable copy sign max. 50% of the total allowable sign area per sign face	6 FT	--
Additional Standards for Monument Signs:				
<ol style="list-style-type: none"> 1. Either 1 wall sign or 1 monument sign per street frontage is allowed. 2. Signs shall either be exterior illuminated or have backlit (halo lighting) letters. 3. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 				
Permanent Banner Signs	3 signs visible from street ROW; unlimited when not visible from street ROW	150 SF per sign face (2 SF per sign face for each LF of building wall upon which the banner is placed) Total length shall not exceed 70% of the width of the building wall feature upon which the banner is placed	--	Placed below a parapet or the eave line

Table 16.05.020-M: Meeting Facilities in All Zoning Districts

Sign Type	Number of Signs (max.)	Sign Area (Max.)	Sign Height (Max.)	Sign Placement
<p>Additional Standards for Permanent Banner Signs:</p> <ol style="list-style-type: none"> 1. A temporary banner must not be displayed at the same time on the same building face where a permanent banner is located. 2. A plan must be submitted with a sign permit application that includes a site plan that shows the location, type, and dimensions of all existing signage along with photos of all existing signs. 3. Banners will be reviewed for compatibility with all existing signage and adjacent land uses. 4. Banners must be framed on all four sides of the banner and securely mounted to the building wall. 5. Banners must be proportional and centered on the building wall feature where it is placed. 6. The banner and frame must be well maintained. 7. Decorative lighting features are allowed provided that they are compatible with the building's architecture and the light source is mounted and shielded to confine all direct light rays to the sign face and away from streets and adjacent properties. 				
Off-Site Directional Signs	2 signs per building	1.5 SF per sign face (0.75 FT high by 2 FT wide)	As deemed appropriate by the City Engineer	Subject to approval of an encroachment permit by the City Engineer
<p>Additional Standards for Off-Site Directional Signs:</p> <ol style="list-style-type: none"> 1. Signs shall consist of white letters on a blue background. 2. The tenant shall pay a fee to cover the City's cost for sign installation. 3. The tenant shall be responsible for the cost of replacements of the sign if and when it is no longer maintainable by the City. 				

End Note:

¹ A meeting facility may be allowed larger signage if approved under a sign program through the Planning Commission.

² One monument sign if a meeting facility occupies more than 70% of buildings located within a business/industrial park, including one manual reader board.

16.06 General Sign Design Standards

16.06.010 Applicability

- A. The standards established in this Chapter apply to all permanent signs. These standards complement the mandatory sign regulations established in Section 16.05.020 (Standards for Permanent Signs by Zoning District or Use).
- B. These general sign design standards will be utilized during the City's review of a sign program or sign plan to ensure the highest level of design quality, while at the same time providing the flexibility necessary to encourage creativity on the part of the sign designer. However, unless there is a compelling reason, these design standards must be observed.

16.06.020 Sign Design Standards for all Permanent Signs

A. General Design Standards

1. **Use a Brief Message**

The fewer words used, the more effective the sign. A sign with a brief message is quicker and easier to read, looks cleaner, is more effective in conveying its message, and is more attractive.

2. **Avoid Overly Intricate or Faddish/Peculiar Fonts**

Signs utilizing very intricate font styles are generally difficult to read and reduce a sign's ability to communicate effectively. Signs with faddish or peculiar fonts may look good today, but soon go out of style, and the image conveyed may quickly become that of a dated and unfashionable business

3. **Emphasize One Line of Text**

with more than one line of text should emphasize one line over the others to enhance the message conveyed.



Figure H. Examples of well-designed signs with a brief message and simple font style

4. **Limit the Number of Fonts**

The primary purpose of a sign is to quickly convey information to motorists and pedestrians. The use of more than two font styles makes the sign harder to read.

5. **Sign Colors and Materials**

Sign colors and materials must be selected so that they contribute to sign legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many different colors compete with the sign's content for a viewer's attention and makes the sign less effective.

6. **Provide Contrast Between Background and Letters/Symbols** Effective signs use high contrast between the sign's letter/symbol color and its background color. If there is little contrast in the hue (shade or tint) and intensity (brightness) between the background and letter/symbol colors, it will be difficult to read in accordance with Subsection 16.04.040.B.



Figure I. Examples of well-designed signs with a simple color palette, limited fonts, and good contrast

7. **Graphic Relief in Sign Design**

The use of individual lettered business and logo design, or where appropriate, signs containing sign copy, logo, and/or decorative embellishments in relief on the face of the sign enhances the readability of the sign and projects a positive image of the business or use. Signs must be designed to provide three-dimensional relief, i.e. be raised above, or set below the sign background.



Figure J. Examples of raised letter signs

8. **Sign Placement**

Signs must be placed at or near the entrance of a site or building to show the most direct access to the business.



9. **Complementary Sign Design**

Where there is more than one sign for a business (e.g., single tenant buildings) or group of businesses (e.g., multiple tenant buildings, commercial centers, or business or industrial parks), all signs must be designed to be complementary to one another in the following ways:

- a. Type of construction materials used in the sign body, sign copy, sign base, supports, etc.);
- b. Letter size and style of copy;
- c. Method and design of sign support (wall mounting or monument base);
- d. Configuration of sign area; and
- e. Proportion of sign copy area to background.

10. **Proportion, Scale and Rhythm of Sign Placement**

Signs must be placed consistent with the proportions and scale of building elements within a building's façade:

- a. A large sign may fit well on a large, plain wall area, but could overpower the finer scale and proportion of if placed above a small storefront.
- b. Signs can be used to establish rhythm, scale, and proportion on a façade where these elements are weak in the building design. On buildings with plain façade, signs can be used to establish or continue appropriate design rhythm, proportion, and scale.
- c. The proportion of letter area to sign background area must be carefully considered. If the letters take up too much of the background area, they will be harder to read. Generally, large letters are not necessarily more legible than smaller ones. Letters must not appear to occupy more than 70 percent of the sign's background area.



Figure L. Examples of a signs with good proportion, scale and rhythm

11. **Artistry and Innovation**

The use of artistry and innovation in sign design will make the sign stand out and

draw attention to the use or activity it is advertising, and it can improve the appearance of a building or neighborhood.

12. Compatibility

Signs must be designed to be compatible with the overall appearance of the property upon which it is placed and the context of the surrounding area.

13. Sign Scale

Signs must be designed and placed relative to who the intended viewer will be. Signs intended to be read by pedestrians, i.e. usually read from a distance of 15 to 20 feet, must be smaller in scale than a vehicle-oriented sign which is designed to be viewed from a much greater distance. In general, the closer the sign's viewing distance, the smaller the sign needs to be.

14. Freestanding Signs

- a. Freestanding signs must incorporate the materials and architectural features used in the building(s) they serve.
- b. Freestanding signs must be placed perpendicular to approaching vehicular traffic.
- c. Freestanding signs must be placed in raised planters of sufficient area, shape and design to provide a compatible setting to the signs. The following ratio of fully landscaped and irrigated planter area to sign area is required:
 - i. Monument Signs – 2 square feet of planter area for each square foot of sign area (total of all sides);
 - ii. Directory Signs-2 square feet of planter area for each square foot of sign area (one side only); and
 - iii. Pylon Signs--As determined appropriate by the Director.



15. Building Mounted Signs

Building mounted signs such as wall and fascia signs must be designed to be compatible with the predominant visual elements of the building.

16.07 Standards for Portable Signs and Temporary Signs

16.07.010 Purpose

In addition to the Purpose of this Title (Section 16.01.030 (Purpose)), the City Council finds that the proliferation of portable and temporary signs is a distraction to the traveling public and creates aesthetic blight and litter that threatens the public's health, safety, and welfare. The purpose of these regulations is to ensure that portable and temporary signs do not create a distraction to the traveling public by eliminating the aesthetic blight and litter caused by portable and temporary signs.

16.07.020 General to All

A. General

1. Portable and temporary signs are allowed only in compliance with the provisions of this Division.
2. Temporary wall banner signs and the use of balloons require a permit. All other portable and temporary signs may be installed without a permit.
3. There is no limitation on the length of time that a portable sign or temporary window sign may be displayed. Time limitations for temporary wall banners are included in Table 16.07.030.B (Standards for Specific Portable and Temporary Sign Types).
4. Portable signs must not be placed on or affixed to any City property, including City rights-of-way.

B. Portable signs must not be placed in the clear view zone at street intersections or driveways. Refer to Section 16-03.010 (Location Restrictions).

C. Portable and temporary signs are not counted toward the total allowable sign area or number for permanent signs.

16.07.030 Standards for Portable Signs and Temporary Signs

Portable signs placed on private property are allowed in all zoning districts in compliance with the following standards:

A. Time, Place, and Manner Restrictions for Portable and Temporary Signs on Private Property

1. Portable signs on private property must comply with the standards provided in Table 16.07.030-A (Standards for All Portable and Temporary Signs on Private Property).

Table 16.07.030-A: Standards for All Portable and Temporary Signs on Private Property	
Applicable to All Zoning Districts	Standard
Placement	Must not create a hazard for pedestrian or vehicular traffic. Must not be placed on a sidewalk or pedestrian pathway. See Table 16.07.030-B (Standards for Specific Portable and Temporary Sign Types).
Height and width	Refer to Table 16.07.030-B (Standards for Specific Portable and Temporary Sign Types) for height and width standards for individual portable and temporary signs.
Prohibited elements	Any form of illumination, including flashing, blinking, or rotating lights. Animation. Reflective materials. Attachments, including, but not limited to, any balloons, ribbons, loudspeakers, etc.
Design and construction	Professionally crafted. Of sufficient weight and durability to withstand wind gusts, storms, etc. Must be maintained. Refer to Subsection 16.04.050.C (Maintenance).
Commercial, Industrial, and Other Non-Residential Zoning Districts	
Period of use	No limitation, except for wall banners and A-Frame Signs. Refer to Table 16.07.030.B (Standards for Specific Portable and Temporary Sign Types).
Area of all portable signs at any one time	Max. 24 SF per business; excludes the area of temporary window signs and temporary wall banner signs.
Number of Signs	Unlimited; except the total sign area of all portable signs must not exceed 32 SF per street frontage. Exception: Multi-tenant shopping centers or offices – Max. 2 portable signs per 150 linear feet of property frontage not to exceed 24 FT combined.
Permitting	Sign Permit is not required, except for wall banner signs.
All Residential Zoning Districts	
Period of use	No limitation.
Area of all portable signs at any one time	Max. 16 SF per lot or parcel.
Number of Signs	Unlimited; except the total sign area of all portable signs must not exceed 16 SF
Permitting	Sign Permit is not required.

- Portable signs must comply with the standards provided in Table 16.07.030-B (Standards for Specific Portable and Temporary Sign Types).

Table 16.07.030-B: Standards for Specific Portable and Temporary Sign Types				
	Standard			
Portable Sign Type ¹	Height (Max.)	Width (Max.)	Area (Max.)	Zoning District where Allowed
A-Frame Sign	42"	24"	7 SF	Only allowed in non-residential zoning districts.
Additional Standards for A-Frame Signs:				
<ol style="list-style-type: none"> Must maintain a minimum 5-foot wide pedestrian walkway. Not placed on or over any public street, sidewalk, parking lot, or required landscape area. Only be displayed during business hours and must be removed during non-business hours. 				
Balloons ²³	Not exceed the height limit for the zoning district	18" diameter	--	Only allowed in non-residential zones
Additional Standards for Balloons:				
<ol style="list-style-type: none"> Permitted in conjunction with an allowed special event, as defined in Chapter 10.64 of the Chino Municipal Code. Must only consist of individual balloons tied to a stationary object, a balloon arch anchored on each end, or other similar forms of display. Must always be maintained in original display conditions. Must not be cut loose or allowed to fly freely. Balloons shall be maintained in original display conditions at all times. Balloons shall not be cut loose or otherwise be allowed to fly freely. 				
Balloon Displays	20 FT or above a roofline	18" in diameter	--	Only allowed in for new and used vehicle sales uses
Additional Standards for Balloon Displays:				
<ol style="list-style-type: none"> Balloon displays shall only be allowed in conjunction with an approved Promotional Sale. Must be maintained in original display conditions at all times. Only allowed on Saturdays, Sundays and the following holidays: New Year's Day, President's Day, Memorial Day, Independence Day, and Labor Day. Max. 1 balloon display allowed per business. May be displayed for max. 3 consecutive calendar days. Min. 30 calendar days between display periods. Must be placed on and tethered to the ground and must not be placed on or over any public street, sidewalk, parking lot, or required landscape area. Not allowed on a rooftop. Must always be maintained in original display condition. Must not be cut loose or allowed to fly freely. 				
Yard Sign – Type I	4 FT	2 FT	3 SF	Allowed in all zoning districts.
Additional Standards for Yard Signs – Type I:				
<ol style="list-style-type: none"> Installed securely in or on the ground. Placed on private property only and not be allowed within any street right-of-way or on any public property. 				

Table 16.07.030-B: Standards for Specific Portable and Temporary Sign Types				
Portable Sign Type ¹	Standard			Zoning District where Allowed
	Height (Max.)	Width (Max.)	Area (Max.)	
Yard Sign – Type II	6 FT	2 SF	4 SF	Allowed in all zoning districts.
Additional Standards for Yard Signs – Type II:				
<ol style="list-style-type: none"> 1. Installed securely in or on the ground. 2. May be placed on private property only and shall not be allowed within any street right-of-way or on any public property. 				
Yard Sign – Type III	6FT	8 FT	32 SF	Only allowed in non-residential zoning districts.
Additional Standards for Yard Signs – Type III:				
<ol style="list-style-type: none"> 1. Installed securely in or on the ground. 2. May be placed on private property only and shall not be allowed within any street right-of-way or on any public property. 				
Number of Signs. See Table 16-07.030-A (Standards for All Portable and Temporary Signs on Private Property).				
Wall Banner – Type I	--	--	32 SF	Allowed in all zoning districts.
Additional Standards for Wall Banners – Type I:				
<ol style="list-style-type: none"> 1. May only be mounted on a building wall. 2. Must not be used as permanent signs. 3. Not included in the total sign area for all portable signs. 4. May be displayed for max. 30 consecutive calendar days 5. Wall Banner Temporary Sign Permit required. 				
Wall Banner – Type II	--	--	150 SF	Allowed in CN, CG, RMU, BMU and CS zoning districts only.
Additional Standards for Wall Banners – Type II:				
<ol style="list-style-type: none"> 1. May only be mounted on a building wall. 2. Must not be used as permanent signs. 3. Not included in the total sign area for all portable signs. 4. Wall Banner Temporary Sign Permit required. 				
Window Sign			Refer to End Note ⁴	
Additional Standards for Window Signs:				
<ol style="list-style-type: none"> 1. Inside mounting required. 2. Not included in the total sign area for all portable signs. 				

End Notes:

¹ Other portable sign types may be allowed (e.g. fuel pump topper signs or wraps around waste receptacles) provided the max. area limitation for all portable signs is not exceeded.
² This provision does not permit large inflatable objects, sky dancers, or other similar objects.
³ Includes balloon bobbles.
⁴ The area of temporary and permanent window signs combined (including signs constructed of perforated vinyl or painted on the window) shall not exceed 25% of the area of the window on or within which they are displayed.

3. Temporary model home complex/active residential subdivision signs in all residential zones must comply with the standards provided in Table 16.07.030-C (Standards for Temporary Model Home Complex/Active Residential Subdivision Signs in All Residential Zoning Districts).

Table 16.07.030-C: Standards for Temporary Model Home Complex/Active Residential Subdivision Signs in All Residential Zoning Districts		
Sign Type	Number of Signs (max.)	Additional Standards
Yard Sign – Type I	1 per lot or dwelling	See Table 16.07.030-B for additional standards
Yard Sign – Type II	1 per lot or dwelling	See Table 16.07.030-B for additional standards
Yard Sign – Type III	1 per boundary street frontage of the model home complex/active residential subdivision	See Table 16.07.030-B for additional standards
Flag	Max. 6 flag poles within the model home complex/active residential subdivision	<ol style="list-style-type: none"> 1. Max. flag pole height is 20 FT 2. Max. 1 flag per flag pole
<p>Additional Standards for Temporary Model Home Complex/Active Residential Subdivision Signs:</p> <ol style="list-style-type: none"> 1. All temporary model home complex/active residential subdivision signs require sign plan approval from the Development Services Director. The application for sign plan approval must be included with the model home complex/active residential subdivision application. 2. The design standards in Chapter 16.06 (General Sign Design Standards) also apply. 3. All temporary model home complex/active residential subdivision signs must be removed upon the conversion of the model home(s) to a residential use and must be removed upon the close of escrow of the last lot in the subdivision or upon cessation of use, whichever comes first. 4. One non-illuminated wall sign is allowed, max. 4 SF placed on the elevation of a model home facing the street. 5. One window sign is allowed, max. 3 SF, or 1 additional Yard Sign Type I. 		

16.08 Sign Districts of Special Designation

16.08.010 Signs in Specific Plan Areas

All permanent and temporary signs within adopted specific plan areas must conform to the provisions of this Title as described below:

A. Permanent Signs

For all permanent signs within specific plan areas the standards for area, height, number of signs, sign placement, etc. established in the specific plan will apply. However, the Director may determine that the standards in this Title supersede the standards within the specific plan, if it is determined that the standards in this Title:

1. More effectively achieve the purposes established in Section 16.01.030 (Purpose); and
2. Ensure that the application of the sign standards is consistent with federal, state, and local legal requirements.

B. Portable and Temporary Signs

For all portable and temporary signs within specific plan areas the standards included in Chapter 16.07 (Standards for Portable signs and Temporary Signs) supersede any standards for these signs included within the specific plan.

16.08.020 Other Districts

Placeholder for future use.

16.09 Nonconforming Signs

16.09.010 Purpose and Intent

- A. This Chapter establishes regulations for nonconforming signs that were lawful before the adoption or amendment of this Title, but which would be prohibited, regulated, or restricted differently in compliance with the current regulations.
- B. The purpose of these provisions is to provide for the orderly termination of nonconforming signs to promote the public health, safety, and general welfare, and to bring nonconforming signs into conformity with the goals and policies of the City's adopted General Plan. The City Council has declared that nonconforming signs within the City are detrimental to both the general welfare of the citizens and their property, and to the orderly and creative development of the City. The City Council further declared that nonconforming signs must be eliminated as rapidly as possible without infringing upon the constitutional rights of property owners. In recognition of these declarations, it is the intent of this Chapter to:
 - 1. Prevent the expansion of nonconforming signs to the maximum extent feasible;
 - 2. Establish criteria under which nonconforming signs may be continued or expanded; and
 - 3. Provide for the correction or removal of nonconforming signs in an equitable, reasonable, and timely manner.

16.09.020 Applicability

Nonconforming signs may be maintained, expanded upon, and/or abated only in accordance with the provisions of this Chapter.

16.09.030 Maintenance

- A. Nonconforming signs are required to be maintained in good condition in compliance with Section 16.04.040 (Sign Installation and Maintenance). Maintenance of legal nonconforming signs shall be consistent with applicable California law. Nothing in this Title shall affect existing property or the right to its continued use for the purpose used at the time this Title takes effect, nor to make any reasonable repairs or alterations.
- B. A legal nonconforming sign that has been damaged to the extent of more than 50 percent of the cost of reconstruction of the sign structure or is temporarily or permanently removed by any means, including "an act of God," must be removed or rebuilt, repaired, or replaced only in compliance with the provisions of this Title if an application for a sign permit to re-erect the sign is made within 6-months of its destruction.

16.09.040 Signs Previously Approved

Any sign erected and installed pursuant to a permit lawfully issued by the City prior to the enactment date of this Title (Insert Date) shall be treated as a conforming sign. All signs determined to be conforming signs may be continued, maintained, and repaired so long as the sign is not structurally altered or expanded.

16.09.050 Removal or Replacement of a Nonconforming Sign

Removal of a nonconforming sign, or replacement of a nonconforming sign with a conforming sign, is required when the use of the sign and/or the property on which the sign is located has been abandoned, ceased operations, become vacant, or been unoccupied for a period of 180 consecutive days or more as long as the period of non-use is attributable at least in part to the property owner, tenant, or other person or entity in control of the use. For purposes of this Section, rental payments or lease payments and taxes shall not be considered as a continued use. In the event this should occur, such conditions will be considered as evidence of abandonment, requiring removal of such sign by the owner of the property, his/her agent, or person having the beneficial use of the property, building or structure upon which such sign or sign structure is erected within 30 days after written notification from the Director. If, within the 30-day period, such sign(s) is (are) not removed, enforcement action shall be pursued.

A. Incentive for Replacement of a Nonconforming Freestanding Sign

1. As an incentive for the replacement of a nonconforming freestanding sign with a new sign that is in closer conformance with the area and height standards of Subsection 16.05.020.A (Standards for Permanent Signs by Zoning District or Use), a new freestanding sign may be approved and erected that is reduced in height and area by 10 percent of the existing nonconforming sign, or the area and height standards established in Subsection 16.05.020.A, whichever is larger.
2. The new replacement sign must only be located in the same place as the former nonconforming sign. Any nonconforming sign modified in accordance with the provisions of this Subsection will still be considered a nonconforming sign until full compliance with the area and height standards of Subsection 16.05.020.A (Standards for Permanent Signs by Zoning District or Use) has been achieved.

B. Abatement

1. Abatement of non-conforming signs shall be accomplished in the following manner:
 - a. **Painted Signs.** Signs painted on buildings, walls and fences must be painted over in such a manner that the sign is no longer visible. The new painting must be applied so that the sign area blends with and is compatible with, the color scheme of the building.
 - b. **All Other Signs.** All other signs not otherwise specified by this Section must be removed or altered to cause it to conform with the provisions of this Title.
2. Nothing in this Section shall prohibit the normal upkeep or repair of any sign, nor the painting or repainting of the face of the sign, during its lawful existence.

16.10 Enforcement

16.10.010 Purpose and Intent

The purpose of these provisions is to prescribe procedures for the enforcement of the provisions of this Title.

16.10.020 Authority

A. Planning Commission

1. The Planning Commission has jurisdiction of, and is responsible for, the administration of the regulations and provisions of this Title. As such, it has the power to exercise this jurisdiction and has the authority to act in its administrative capacity on sign plan and sign program approvals, sign variances, adjustments, and interpretations of this Title.
2. In exercising its jurisdiction, the Planning Commission shall adopt from time to time general rules and regulations relating to its procedure as may be deemed necessary.
3. The Director shall enforce the provisions of this Title.

B. Enforcement – Remedies

1. It shall constitute a violation of this Title, a misdemeanor and a public nuisance for any person or entity to erect, construct, enlarge, alter, repair, display, maintain, use or fail to remove after notice from the City, a sign within the City contrary to, or in violation of, any provision of this Title. Each day a violation continues shall constitute a separate and distinct violation. The requirements of this Title may be enforced pursuant to the enforcement provisions of this Chapter or as otherwise provided in this Code, including but not limited to, the provisions, remedies, and penalties of Chapter 1.12 (General Penalty).
2. The City may pursue any remedy available at law to enforce this Title, including injunctive relief, or any other such action or proceedings as the City determines necessary.
3. All remedies concerning enforcement of this Title shall be cumulative and not exclusive and may be used in lieu of or in addition to each other. The conviction and punishment of any person(s) shall not relieve such person(s) from the responsibility of correcting prohibited conditions or removing prohibited signs and shall not prevent the enforced correction or removal of these signs.
4. Any installation, placement, or construction in violation of this Title shall be subject to the issuance of a Stop Work Order in compliance with Section 12.02.100 (Stop work order).

C. Illegal Signs

1. **Nuisances**

The following signs shall be considered illegal and deemed to be a violation of this Code and a public nuisance:

- a. **Unsafe Signs.** An unsafe sign is a sign determined by the Director to be any of the following:
 - (i) A sign which poses a danger to the public or which could create a potential hazard;
 - (ii) A sign erected without required permits; or
 - (iii) A sign erected in the public right-of-way or on public property without specific written authorization from the City.
- b. **Abandoned Signs.** An abandoned sign is a sign remaining in place for a period of 60-days, which no longer advertises or identifies an ongoing business, product, or service available on the premise where the sign is located.
- c. **Unmaintained Signs.** An unmaintained sign is a sign that has not been kept in a proper state of preservation, free of damaged or broken components, and kept neatly painted and maintained.
- d. **Illegally Erected Signs.** A sign is illegally erected if:
 - (i) It violates any provision of this Title, except as provided by Section 16.09.040 (Signs Previously Approved);
 - (ii) It does not have required permits; or
 - (iii) It has been erected without first complying with all ordinances and regulations in effect at its time of construction, erection, or use. No sign that has been erected in violation of any previously existing sign ordinances or regulations shall, by virtue of the adoption of this Title, become conforming.
- e. **Existing Illegal Signs.** Any business located on the same property where a sign has been determined by the Director to be illegal, shall not be granted a permit for additional signs until all illegal signs have been removed, except as follows:
 - (i) The sign determined to be illegal is associated with a different business from that for which the permit for additional signage is sought, even though they may be located in the same center or complex; or
 - (ii) The sign determined to be illegal is not owned or controlled by the permit applicant, and the permit applicant is not the agent of the person who owns or controls the illegal sign.

D. Abandoned Signs, Unmaintained Signs, and Illegally Erected Signs

1. **Notice to Remove**

The Director shall remove or cause the removal of any sign, constructed, placed or maintained in violation of this Title, except as provided in Subsection E (Removal of Unsafe Signs), in the following manner:

- a. Such sign may be removed 10 calendar days following the date of service of a written Notice of Violation to the owner of the sign, if known, at the last known address or to the owner of the property as shown on the latest equalized assessment roll of the San Bernardino County Tax Assessor's Office, or to the occupant of the property upon which such sign is located.
- b. A Notice of Violation shall be substantially in the following form:

NOTICE AND DEMAND FOR REMOVAL

Please take notice that the City of Chino requires you to remove the sign(s) located at _____ . If you fail to remove said sign(s) within 10 calendar days from the date of this notice, the City of Chino shall proceed to abate and remove said sign(s) and shall require you to pay the costs of said removal. The City may cause such costs to become liens and special assessments against your property, and will recover from you, the costs for recording and collecting same.

You have 10 days from the date of this notice to appeal this demand to the Director. Failure to file a written appeal within 10 days constitutes a waiver of your right to appeal.

This notice is given without prejudice to any other right or remedy, which the City may have by reason of the illegal erection or maintenance of any sign.

2. **Service of Notice**

Notice required by this Subsection may be served in any one of the following manners:

- a. By personal service on the owner or person in charge or control of the property where the illegal sign is located; or on the person or agent who erected, maintained, or authorized the erection or maintenance of any sign in violation of this Title; or on the person or business receiving benefit from the sign; or
- b. By certified mail addressed to the owner or person in charge or control of the property where the illegal sign is located, at the address shown on the last available assessment roll of the San Bernardino County Assessor's Office, or as otherwise known; or addressed to the known place of business, residence or dwelling of the person or agent who erected, maintained or authorized the erection or maintenance of any sign in violation of this Title; or

- c. By posting at a conspicuous place on the property where the illegal sign is erected or abutting the public right-of-way, for a period of 10 days, and advertisement in a newspaper of general circulation in the City, at least once a week for a period of two weeks.

3. **Appeal**

- a. Within 10 days from the date of the Notice of Violation, any party who has received notice to remove an illegal sign may file a written appeal to the Director, showing cause as to why the illegal sign should not be required to be removed. The Director shall then set a hearing on the appeal.
- b. The Director shall notify the appellant of the date, time and location of the hearing pursuant to the provisions of Subsection 16.10.020.D.2 (Service of Notice), conduct the hearing and rule on the appeal. The appealing party shall be entitled to attend and present testimony to support its appeal. The decision of the Director shall be final and conclusive.
- c. Failure to file an appeal within the 10-day period, constitutes a waiver of the right to appeal, a failure to exhaust administrative remedies, and the Notice of Violation shall be deemed final.

4. **Right of Recovery**

Signs removed by the Director pursuant to this Section shall be stored for a period of 30 days, during which time they may be recovered by the owner upon payment to the City for costs of removal and storage. If not recovered by the owner prior to expiration of the 30-day period, the sign and supporting structure(s) shall be declared abandoned and title thereto shall vest to the City, and all costs of removal shall be billed to the owner.

E. Removal of Unsafe Signs

The Director may remove or cause the removal of any unsafe sign, or any other advertising structure that creates an immediate peril to persons or property, summarily and without notice. All costs of removal may be recovered pursuant to the provisions of Section 8.50.120 (Collection of Costs of Abatement).

F. Charges for Costs of Abatement

1. Following abatement of any sign erected or maintained in violation of this Title, the Director shall serve, pursuant to Subsection 16.10.020.D.2 (Service of Notice), the person who erected, maintains, or authorized the erection or maintenance of the illegal sign, or the person or business receiving benefit from the sign, a statement of the costs of abatement.
2. The statement of costs shall charge the fee established by resolution of the City Council for the abatement of illegal signs. However, should the cost of abatement of an illegal sign exceed the fee adopted by City Council resolution, the statement of costs shall charge the actual cost of abating the illegal sign.
3. The cost of abating an illegal sign shall become a debt in favor of the City and against each person who erected or authorized the erection or maintenance of the

illegal sign. Payment of the costs of abatement shall be due upon presentation of the statement of costs.

G. Collection of Costs for Abatement

The City is entitled to recover all costs related to, arising out of, or incurred by the City while enforcing any provision under this Chapter. The City reserves the right to utilize all remedies and cost recovery options available to the City by law or in equity, including, but not limited to, those provided in Chapter 8.50 (Maintenance of Real Property) of this Code.

16.11 Definitions

16.11.010 Definitions A

Active Single-Family Residential Subdivision. A subdivision consisting of single-family lots that are offered for sale to the public by a homebuilder or the master developer of the subdivision.

Auto Mall (Auto Center). A group of new-car dealerships (incidental used-car sales may be allowed), which meet all of the following criteria:

- A. Dealerships must be located within a one-half mile radius of one another;
- B. At least two dealerships must be located on contiguous lots or parcels, or across the street from each other, or the area must be planned for auto mall development, as determined by the Planning Commission or City Council;
- C. Each dealership must have separate and distinct office, sales, display and service facilities (common employee and customer parking, and product storage facilities are encouraged); and
- D. An auto center association shall be formed and appropriate Covenants, Conditions, and Restrictions (CC&R), or similar documents establishing the purpose and restrictions of the association, shall be entered into by its members. The purpose of the association is to jointly market the sales of automobiles, operate and maintain any approved auto mall (auto center) signs, maintain common areas/facilities, enforce CC&R's and regulate operations and uses.

16.11.020 Definitions B

Balloon. A brightly colored bag made of flexible material, inflated with air or other gas and sealed, often to make it rise in the air.

Balloon Bobber. See Sign, Balloon Bobber.

Balloon Display. Two or more individual balloons tied to a stationary object.

Ballot Measure. Any proposal requiring the votes of the residents of the City, other than a candidate, as defined in this Ordinance.

Banner. A flexible, non-adhesive sign of lightweight fabric or similar material typically supported at two or more points and attached to a building, wall, or fence or otherwise suspended down or across its face for temporary advertising purposes.

Billboard. See Sign, Billboard.

Building Face. The exterior elevation (front, rear, or side) of a building in which a business is located.

Building Frontage. The portion of a building on, adjacent to, or oriented toward a street.

Building Official. The Building Official of the City of Chino, or his or her designee.

Business Frontage. The portion of a building where the main or primary entry into a building or tenant space is located. For the purposes of this Title, not more than one point of entry may be designated as the main entry.

16.11.030 Definitions C

Channel Letters. Three dimensional, individually manufactured letters or figures with an open back which may contain a light source to provide light onto the sign background against which the channel letters are silhouetted.

City Council. The City Council of the City of Chino.

City Engineer. The City Engineer of the City of Chino, or his or her designee.

Commercial Center (Commercial Complex). A development within a commercial zone or land use district of two or more buildings, or a single building divided into five or more tenant spaces, constructed by a single developer or group of developers and designed to function as a single cohesive unit in terms of access, parking, landscaping, property and landscape maintenance, and architecture, regardless of the subsequent subdivision. The terms “commercial center” and “commercial complex” may be used interchangeably.

Commercial Message. A message conveyed by any sign that is solely intended to interest, entice, or solicit any person to participate in commercial transactions with a business, including, but not limited to offers of goods, cash, discounts on products or services, or other items, including the offering of free goods or services made in exchange for or with the intent to induce the recipient’s willingness to receive information relating to a possible commercial transaction.

Convention Facility. A commercial facility used for assemblies or meetings of the members or representatives of groups, including exhibition space. The term does not include banquet halls, clubs, lodges, or other meeting facilities of private or non-profit groups that are primarily used by group members.

16.11.040 Definitions D

Director. The Director of the Development Services Department of the City of Chino, or his or her designee.

16.11.050 Definitions E

Eave Line. The bottom of a roof eave (overhang).

Electronic Message Board. A sign or portion of a sign that is capable of changing by electronic or automatic means the characters, letters, numbers, illustrations, display, color, and/or light intensity.

16.11.060 Definitions F

Flag. A fabric sheet of square, rectangular, or triangular shape that is typically mounted on a pole.

Freeway. A roadway, which is declared to be in compliance with the California Streets and Highways Code.

Frontage. The length of a lot line abutting a public street right-of-way, excluding alley rights-of-way. The terms “frontage” and “street frontage” are interchangeable.

16.11.070 Definitions G

No specialized terms beginning with “G” are defined.

16.11.080 Definitions H

Halo Illumination. A form of sign illumination in which neon tubing, LED, or similar lights are mounted within the letter to illuminate the mounting surface causing a halo of light around the letter.



Figure N. Examples of halo illumination

Historical Plaques. A sign that memorializes a person, event, former use of a place, or something else of historical significance.

16.11.090 Definitions I

Industrial Park (Industrial Complex). A development within an industrial zone or land use district, consisting of two or more buildings, constructed by a single developer or group of developers and designed to function as a single cohesive unit in terms of access, parking, landscaping, property and landscape maintenance, and architecture, regardless of the subsequent subdivision. The terms “industrial park” and “industrial complex” may be used interchangeably.

16.11.100 Definitions J

No specialized terms beginning with “J” are defined.

16.11.110 Definitions K

No specialized terms beginning with “K” are defined.

16.11.120 Definitions L

Laser Light Display. A display that emits light through the use of a laser beam(s).

LED (Light Emitting Diode). A semiconductor diode that emits light when a voltage is applied to it.

LED Strip Lighting. Surface mounted LED lights on a long thin based that may be used as accent lighting, backlighting, task lighting, and decorative lighting.

Logo. A stylized group of letters, words, numbers, or symbols used to represent and distinguish a business or product.

16.11.130 Definitions M

Mixed Use Development. A single building containing more than one type of land use or a single development of more than one building and use, where the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated as to the use of shared vehicular and pedestrian access and parking areas.

Meeting Facilities. Facilities for public or private meetings, including community centers; civic and private auditoriums; lodges or fraternal associations; union halls; meeting halls for clubs and other membership organizations; religious institutions, and similar size facilities. Also includes functionality related internal facilities such as kitchens, multi-purpose rooms and storage. Does not include conference and meeting rooms accessory and incidental to another primary use that are typically used only by on-site employees and clients and occupies less floor area on the site than the offices they support, or commercial recreation facility or convention facilities.

Model Home. A dwelling temporarily used as a sales office and/or as an example of dwelling units available for sale within a residential development that is under construction for on-site sales

Multiple Tenant Building. A building wherein two or more separate and independently owned, rented, leased, or operated commercial occupancies are contained.

16.11.140 Definitions N

Neon. An illumination source created when a glass tube filled with neon or other similar gas emits light when energized. The tube can be bent to form letters, symbols, or other shapes.

16.11.150 Definitions O

Office Building. A building containing two or more separate, independently owned, rented, leased or operated commercial or professional tenants, in which the lease area of a majority of said occupants is accessed from the interior of the building as opposed to direct access from a street or parking lot.

16.11.160 Definitions P

Pan Channel Letter. A specific type of sign letter consisting of a metal pan enclosure fabricated in the shape of a letter. The metal pan enclosure is used to house the lighting and electrical components of the letter and can be mounted directly to wall of a building. The sign face is usually made out of colored plastic is attached to the metal pan to seal it off from pests and harsh weather.

Planning Commission. The Planning Commission of the City of Chino.



Figure O. Examples of signs with pan channel letters

Planning Jurisdiction. The area within the corporate boundaries of the City of Chino.

Professionally crafted sign. A temporary or permanent sign that is made to a high standard by a competent individual(s) skilled in sign design, fabrication, and installation.

16.11.170 Definitions Q

No specialized terms beginning with “Q” are defined.

16.11.180 Definitions R

Raceway. An enclosed conduit for electrical wiring.

Regional Commercial Center. A development within a commercial zone or land use district which is designated on the City's adopted General Plan Land Use Map as a regional commercial land use.

Residential Complex. Mobile home parks, apartment buildings, common interest developments, or other similar residential developments of five or more dwelling units constructed by a single developer or group of developers and designed to function as a single cohesive unit in terms of access, parking, landscaping, property and landscape maintenance, and architecture, regardless of the subsequent subdivision.

Roofline. The upper edge of any building wall or parapet for a flat-roof structure; or the ridgeline of a gable roof structure.

16.11.190 Definitions S

Shopping Center. A group of commercial establishments planned, developed and managed as a unit with off-street parking provided on the property.

Sign. A structure, device, figure, display, message placard or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended or used to advertise, provide information in the nature of advertising, provide historical, cultural, archeological, ideological, political, or social information, or direct or attract attention to an object, person, institution, business, product, service, message, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, or illumination.

Sign, A-Frame. A pedestrian oriented sign that is not permanently affixed to a structure or the ground to advertise special goods, services, or products offered on the site. (Synonym: Sandwich Board Sign).



Figure P. Example of an A-Frame sign

Sign, Balloon Bobber. A reusable pre-formed balloon with regular air made of a durable PVC vinyl that does not need to be inflated, and typically attached to a short pole.

Sign, Billboard. A permanent structure for the display of off-premises advertising.

Sign, Bootleg. Any advertising sign that is placed on public property or on private property without the consent of the property owner or as authorized in this Title.

Sign, Building Identification. A sign consisting of letters or numbers applied to a building wall, engraved into the building material, or consisting of a sculptural relief which contains the name of the building or describes its function, but which does not advertise any individual tenant of the building or any products or services offered.



Sign, Building Mounted. Sign attached to, connected to, erected against the wall, parapet, or fascia of a building or structure with the exposed face of the sign in a plane parallel to the vertical face of the building or structure.

Sign, Changeable Copy. A sign that is designed so that characters, letters, numbers, or illustrations can be manually or mechanically changed or rearranged without altering the face or surface of the sign.

Sign, Directional. A sign erected to inform the viewer of the approximate route, direction, or location of a facility.



Figure R. Example of a directional sign

Sign, Directory. A sign listing the tenants or occupants and their suite numbers of a residential, commercial, or industrial development project.



Figure S. Example of a directory sign

Sign, Drive-through Identification. A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic to a drive-through retail or service use.

Sign, Externally Illuminated. A sign whose illumination is reflected from its source by the sign surface to the viewer's eye, the source of light not being visible to the viewer.



Figure T. Example of an Externally Illuminated sign

Sign, Freestanding. A sign supported upon the ground and not attached to any building.

Sign, Freeway Pylon. A freestanding sign that is permanently supported by one or more uprights, braces or poles, or other similar structural components.

Sign, Internally Illuminated. Any sign in which the source of light is entirely enclosed within the sign and not directly visible.

Sign, LED. A sign consisting of light emitting diodes (electronic components that let electricity pass in only one direction) that emit visible light when electricity is applied.

Sign, Marquee. A vertical sign that is located either along the main facade where it projects perpendicular to the facade or at the corner of the building where it projects at a 45-degree angle.



Figure U. Examples of marquee signs

Sign, Model Home Complex/Active Residential Subdivision. The signs that are approved for use in association with a model home complex and an active residential subdivision.

Sign, Monument. A freestanding sign, with a solid base that is equal to or larger than the width of the sign face.

Sign, Nonconforming. Any sign legally established prior to the effective date of this Zoning Code or subsequent amendment to it, which does not fully comply with the standards imposed by the individual sections of this Zoning Code.

Sign, Off-Premise. Any sign that directs attention to a business, commodity, service, entertainment, product, structure, use or property different from a structure or use existing on the property where the sign is located, and/or any sign on which space is rented, donated, or sold by the owner of said sign or property for the purpose of conveying a message.

Sign, Off-Site Directional. An off-premise sign erected to inform a viewer of the location of a place or facility.

Sign, Off-Site Monument. An off-premise monument sign.

Sign, Painted. A sign painted directly onto the exterior wall of a building and having no sign structure.

Sign, Pennant. A temporary sign made of flexible materials longer than it is wide, often triangular in shape, and frequently displayed with other pennants on a string.

Sign, Permanent. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

Sign, Portable. Any sign designed to be moved easily, and which is not permanently affixed to the ground, a structure, or a building.

Sign, Raised Letter. A sign containing copy, logo, and/or decorative embellishments in relief on the face.



Sign, Residential Subdivision. Any sign that is approved for use in association with an Active Single-Family Residential Subdivision.

Sign, Service Island Canopy. A sign mounted on or under a service island canopy, including on a fascia.

Sign, Suspended. A sign suspended beneath a projecting canopy, walkway cover, awning, ceiling, or marquee.



Figure W. Examples of suspended signs



Sign, Swooper. A sign that is taller than it is wide and made of a flexible material (typically cloth, nylon, or vinyl) and mounted to a pole to fly freely. (Synonym: Feather Banner Sign).

Figure X. Example of swooper signs

Sign, Temporary. A sign constructed of paper, cloth, or similar expendable material, which is intended for a definite and limited period of display and which is not permanently affixed to a structure, sign area, or window.

Sign, Vehicle. Any sign on or affixed to a truck, van, automobile, trailer, or other vehicle.

Sign, Wall. A sign affixed to or erected against the wall or fascia of a building or structure, with the exposed face of the sign parallel to the plane of wall or fascia to which it is affixed or erected.

Sign, Wall Banner, Type I. A small temporary sign allowed in all zoning districts in the City and constructed of cloth, bunting, plastic, paper, or similar non-rigid material, and securely attached to the wall or support structure for which it is advertising. Flags are not considered temporary wall banners.

Sign, Wall Banner, Type II. A large temporary sign allowed in a limited number of commercial zoning districts within the City and constructed of cloth, bunting, plastic, paper, or similar non-rigid material, and securely attached to the wall or support structure for which it is advertising. Flags are not considered temporary wall banners.

Sign, Window. A sign posted, painted, placed, or affixed in or on a window, or otherwise exposed to public view through a window.



Figure Y. Examples of Window signs

Sign, Yard, Type I. A small portable sign typically constructed of corrugated plastic and supported on an H-shaped wire frame used for example, for advertising by local businesses, real estate agencies or by election campaigns (Synonym: Lawn Sign).

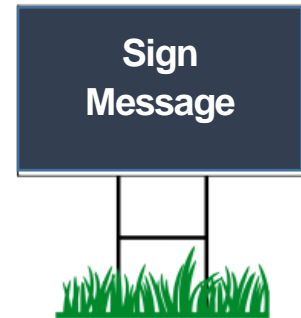


Figure Z. Example of a Type I Yard Sign

Sign, Yard, Type II. A sign mounted on a single post installed securely in the ground with a small sign hanging from a cross-bar mounted parallel to the ground.

Figure AA. Example of a Type II Yard Sign

Sign, Yard, Type III. A large typically wooden sign mounted on two posts installed securely in the ground.



Figure BB. Example of a Type III Yard Sign

Sign Copy. Any graphic, word, numeral, symbol, insignia, text, sample, model, device, or combination thereof that is primarily intended to advertise, identify, or notify.

Sign Face. The exterior surface of a sign, exclusive of structural supports, on which is placed the sign copy.

Sign Program. A plan providing coordinated signing for a business or a group of contiguous businesses, and utilizing one or more common design elements, such as, but not limited to, colors, materials, lettering, illumination, sign type, and sign shape.

Sign Rider. A secondary sign appurtenant to a primary sign or sign structure.

Sign Structure. The supports, uprights, bracing and/or framework of a sign.

Single Tenant Building. A building with no more than one owned, rented, leased, or operated commercial occupancy.

Spinner. A lightweight, durable, and colorful device designed to be affected by the movement of air so that it spins or rotates in a manner to capture attention.

Street. Any public or private thoroughfare, including alleyways, which provide primary means of access to abutting properties.

16.11.200 Definitions T

No specialized terms beginning with “T” are defined.

16.11.210 Definitions U

No specialized terms beginning with “U” are defined.

16.11.220 Definitions V

No specialized terms beginning with “V” are defined.

16.11.230 Definitions W

No specialized terms beginning with “W” are defined.

16.11.240 Definitions X

No specialized terms beginning with “X” are defined.

16.11.250 Definitions Y

No specialized terms beginning with “Y” are defined.

16.11.260 Definitions Z

No specialized terms beginning with “Z” are defined.