

4.5.7 Signs

The following requirements and criteria shall be applied to all signs within the specific plan area. The provisions of Chapter 3 of the Fontana City Code shall apply where provisions are not specifically made herein:

a. Required Permits

No sign shall be constructed, displayed or altered within the specific plan area except as provided for in this section and until a sign permit has been issued by the Building & Safety Division. Application for a sign permit shall be made in writing upon forms provided by the Planning Division and shall be accompanied by two copies of fully-dimensioned plans comprised of the following:

1. A plot plan, fully dimensioned, showing the location of the proposed sign together with the location, size and height of all existing signs on the premises. The street frontage shall be clearly indicated on the plan.
2. An elevation plan showing the height and size of the sign, method of illumination and construction of materials.

Where five or more separate uses or tenancies are located in a single building on a single site and share common driveways and parking areas, a sign program shall be required which outlines the type, composition, location, design and area of all signs to be installed. The sign program shall be applied for with any Final Development Plan.

Building, electrical and fire permits shall be obtained as required for signs by Federal, State and local law.

b. Exempted Signs

The following signs shall not require a sign permit, nor shall the area of such signs be included in the maximum sign area permitted for any site or use:

1. Construction Signs: One non-illuminated sign on each street frontage of property to which it refers. On a parcel of land less than one acre, such sign shall not exceed 20 square feet in sign area or 10 feet in height. On a parcel of land of one acre or more, such sign shall not exceed 32 square feet in sign area or 15 feet in height. Removal is required prior to the issuance of a certificate of occupancy, unless such removal is bonded for in a manner acceptable to the Director of Community Development.
2. Directional Signs: Limited to five square feet in area.
3. Directory Signs: Limited to a total sign area of 10 square feet.
4. Miscellaneous Informational Signs: Miscellaneous permanent informational signs with an aggregate area not to exceed four square feet at each public building entrance, indicating address, hours and days of operation, whether a business is open or closed, credit card information and emergency address and telephone numbers.

5. Motor Vehicle Signs: One sign for each vehicle parked in a sales lot, placed or painted on a window, not to exceed two square feet in area, containing sales information related to the vehicle.
6. Nameplate Signs: One sign not to exceed one square foot in area.
7. On-Site Informational Signs
8. Real Estate Signs: One non-illuminated real estate sign facing each street adjacent to the property for sale, rent or lease, limited in height and area for permanent sign in this section.
9. Temporary Signs: Temporary window signs, non-illuminated banners, flags and pennants for temporary sales events, limited to two displays for any one business entity in any one calendar year, with a maximum aggregate period of 60 days.
10. Warning Signs

c. **Prohibited Signs**

The following signs are inconsistent with the goals and objectives of the Specific Plan and are therefore prohibited:

1. Animated, moving or flashing signs.
2. Signs which simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead or confuse pedestrian or vehicular traffic.
3. Roof signs.
4. Projecting signs.
5. Windblown devices.
6. Portable signs.
7. Billboard signs, except political and real estate signs.
8. Signs in the public right-of-way.
9. Abandoned signs.
10. Signs on free-standing walls, except directional signs.
11. Pole signs.
12. Signs painted on buildings.

d. **Sign Standards**

A sign permit application otherwise in compliance with this Section may be approved if said sign complies with the following standards:

1. The sign primarily identifies the business establishment or type of activity conducted on the same premises, or the product, service, or interest being offered for sale, rent or lease thereon.
2. The sign is restrained in size and design, and as an identification device, does not excessively compete for the public's attention.
3. The sign is harmonious with the materials, color, texture, size, height,

placement and design of the building, property and surroundings of which it is a part.



4. The sign's illumination is at the lowest possible level consistent with adequate identification and readability, and is directed solely at the sign or is internal to it.

e. General Regulations

1. Where more than one business is located in a building or upon a single parcel of record, the facade of each separate business facing a public right-of-way shall be considered as building frontage for that business.
2. In the case of a business having multiple street frontages, the total permitted sign area for the business shall be based on the primary (longest) frontage.
3. A sign shall not project over a public right-of-way.
4. Canopy and awning signs shall be limited to 30% of the edge area, may contain only the name, address and type of business and are limited to the ground floor.
5. Window signs may not cover more than 25% of the window area, and shall be included in the total permitted sign area. No window sign shall be displayed above the second story.
6. Building signs shall be parallel to the building and shall not project more than 12 inches therefrom.
7. The sign area of double faced signs shall be based only on the area of the largest face, provided the two sign faces are parallel and are not separated by a distance greater than two feet.
8. **No non-commercial sign shall exceed 100 square feet in area.**
9. The distance between the highest point of a building sign and the finished grade immediately below shall not exceed 25 feet. No portion of a building sign shall extend above the building wall.

f. Building Signs Allowed by Permit for Single Purpose Buildings

The following signs may be permitted for businesses not located in multi-tenant buildings or shopping centers, subject to the issuance of a sign permit:



1. **One building sign for each building frontage, which collectively have a maximum total sign area of two square feet for each lineal foot of primary (longest) building frontage.**
2. One building sign for each building frontage facing a parking lot and having a public entrance on such face, measuring one-half square foot of sign area per lineal foot of frontage, not to exceed 15 square feet in area.

If no such entrance exists, a pedestrian-oriented identification sign up to six square feet in area may be permitted.

3. Awning and canopy signs, the area of which shall be included in the total permitted sign area.
4. A sign identifying a building or business not fronting on a public right-of-way but only having vehicular access to a road or street by means of an easement, not to exceed 12 square feet for a building sign or 25 square feet and 6 feet in height for a free-standing sign.

g. Building Signs Allowed by Permit for Multi-Tenant Buildings and Shopping Centers

The following signs may be permitted where five or more separate uses or tenancies are located in a single building on a single site and share common driveways and parking areas, subject to the issuance of a sign permit. Furthermore, all signs within a multi-tenant building or shopping center shall conform to a sign program applied for by the owner, developer or authorized leasing agent and approved by the Community Development Director. Such sign program shall include exhibits showing the general location of all existing and proposed signs.

1. Building signs for each business facing a public right-of-way or facing an arcade, mall or walkway, which collectively have a maximum total sign area of one square foot for each lineal foot of primary (longest) building frontage or facade.
2. For each business having a secondary frontage facing a parking lot with a public entrance on such face, a building sign having one-half square foot of sign area per lineal foot of frontage, not to exceed 15 square feet in area. If no such entrance exists, a pedestrian-oriented identification sign up to six square feet in area may be permitted.
3. Awning and canopy signs, the area of which shall be included in the total permitted sign area.
4. A directory sign, or a set of similarly designed individual signs, placed or displayed in sequence, not to exceed six square feet in sign area for each business identified.
5. One under-canopy sign for each business where a canopy, marquee or eave extends over a walkway, arcade or mall, subject to the following conditions:
 - (a) The vertical dimension for each sign may not exceed 18 inches and the sign area shall not exceed six square feet.
 - (b) Each sign shall have a minimum seven foot, six inch vertical clearance.
 - (c) The signs shall be of uniform size, design and height, and shall be compatible throughout each development.

Such sign area shall not be included in the total permitted sign area.

6. A sign identifying a building or business not fronting on a public right-of-way but only having vehicular access to a road or street by means of an easement, not to exceed 12 square feet for a building sign or 25 square feet and 6 feet in height for a free-standing sign.

h. Monument signs

Monument signs may be permitted as follows:

1. Single-purpose buildings, multi-tenant buildings or complexes and shopping centers on a parcel with one or more street frontages of at least 200 feet may be permitted a monument sign for each frontage.
2. The base of a monument sign shall be set back at least five feet from any public right-of-way and shall be located in a planter area.
3. A monument sign shall not exceed eight feet in length or six feet in height.
4. The sign copy for a monument sign shall only identify the name of the center, complex or building and the address; however, the name of the primary tenant, if any, may be included in the copy.
5. Construction materials and colors for monument signs shall be compatible with the primary on-site structures.

i. Freeway Identification Signs

1. Freeway identification signs are subject to the approval of a Design Review application for signs.
2. Single-purpose buildings, multi-tenant buildings or complexes with at least 20,000 square feet of building area on a parcel that has at least 200 feet of freeway frontage and is at least 4 net acres in size shall be allowed one (1) freeway identification sign.
3. Freeway identification signs shall not exceed 200 square feet in area and a maximum height of 40 feet. If additional sign height and/or area is requested, the Community Development Director, at his/her discretion, may approve additional sign height and/or area (up to a maximum height of 50 feet and maximum sign area of 250 square feet) after either or both of the following modeling simulations is conducted by the applicant as a part of the Design Review:
 - (a) A "flag test" to simulate the visual impact of the proposed sign structure;
 - (b) A line of sight study to determine what size of sign could be seen from any given distance, and whether the additional height and/or area is warranted.

4. Construction materials and colors for Freeway Identification signs shall be compatible with the primary on-site structure(s).
5. No part of the sign or sign structure shall be closer than 20 feet to any property line.
6. No parcel with a Freeway Identification sign shall be permitted any other free standing or pole sign of any type. Any and all existing free standing or pole signs on site shall be removed prior to issuance of a permit for a new Freeway Identification sign.