

Sec. 630. Signs

630.A. General

1. Purpose and Intent

The regulations set forth in this Section contain the primary tools for implementing the sign policies, standards, and regulations of the City pursuant to the provisions of the State Outdoor Advertising Act (BPC Section 5200 et seq.), and other applicable state and local requirements, and prescribe standards for the type, placement, size, number, height, and illumination of signs in order to achieve the following purposes:

- a. To promote orderly display of signs to provide reasonable protection to the visual environment of the City;
- b. To enhance the City's ability to attract economic development; and
- c. To safeguard life, health, property and public welfare by regulating the design, quality of materials, construction, illumination, location, and maintenance of signs.

2. Applicability

All signs erected, installed, structurally altered, or otherwise modified after the effective date of this Code, except for signs within a specific plan, which are regulated by a specific plan. Nonconforming signs are subject to the provisions of Sec. 11100.L.2. (Sign Exceptions).

3. Sign Permits

Unless specifically exempted in Sec. 630.B. (Signs Not Requiring a Permit), a Sign Permit must be obtained prior to erection, installation, display, structural alteration, or change of any sign pursuant to Sec. 1170.C. (Ministerial Permit). Building and electrical permits must also be obtained, where required by the Uniform Building Code and National Electrical Code.

630.B. Signs Not Requiring a Permit

Signs that do not require a permit are not considered in determining the allowable number or size of signs on a lot. A permit is not required for the following types of signs, provided all applicable provisions of this Section are met.

1. Official Notices

Any sign, posting, notice or other indication used exclusively to display official notices, notices of any court or public office, or posted by a public officer in the performance of a public duty, or required by a public entity in carrying out its responsibility to protect the public health, safety or welfare, or otherwise required by law.

2. Street and Traffic Control Signs

Official street or traffic signs erected by a governmental agency, including signs required by law, directional signs, informational signs, street name signs, traffic control signs, public utility signs, railroad crossing signs, or other emergency warning signs.

3. Signs Not Visible

Any sign internal to a site not visible from the public right-of-way or neighboring property. This does not include signs for drive-through facilities, as defined in [Sec. 11100.K.1.b.](#)

4. Flags

Any loose fabric or membrane secured to a pole or rod, which flutters and moves with air or wind movement. Freestanding flag poles are not regulated under this Section, and require a building permit.

Flags must meet the following standards:

- a. A maximum of 3 flags are permitted per lot; and
- b. The flag area cannot exceed 1.5 times the height of the pole, or at least a 15 square foot flag, whichever is greater. For example, a 40-foot tall flag pole yields a maximum 60 square foot flag.

5. Sidewalk Signs

Any sign placed on a sidewalk that is movable, wholly independent of a building for support, and not permanently secured or attached to the ground. Includes a-frame signs, sandwich board signs, and signs on wheels.

Sidewalk signs must meet the following standards:

- a. The sign cannot exceed 6 square feet in area, 3 feet in height and 2 feet width;
- b. The sign must be placed along a building facade with an entrance to a tenant space;
- c. The sign cannot be placed more than 12 feet from the building facade;
- d. One sidewalk sign is permitted for each street facing entrance, and no more than one may be placed per business on the same street face;
- e. The sign cannot be illuminated;
- f. The sign must be removed and placed indoors at the close of each business day; and
- g. The sign must not impair the ability of pedestrians to use the sidewalk, with a minimum of 6 feet of clear distance of sidewalk at all times.

6. Small Signs

Any sign with a sign area of 6 square feet or less.

Small signs must meet the following standards in order to be considered exempt:

- a. Maximum individual sign area of 6 square feet.
- b. Maximum number of small signs on a lot is unrestricted.
- c. Cannot be internally or externally illuminated.

7. Historic Building Plaque

A commemorative or identification plaque to identify designated historic properties (local, state, or national level) which are constructed of bronze or other nonflammable material.

8. Search Lights and Laser Displays

a. Special Frontage Modules

In a zoning district with a Special Frontage Module, search lights and laser displays are allowed and must meet the following standards.

1. Such devices must be focused away from ground level areas, residential areas, pedestrian areas, and vehicular traffic areas.
2. The level of illumination must not cause any unnecessary direct or reflected glare onto surrounding neighborhoods.

b. All Other Frontage Modules

In a zoning district without a Special Frontage Module, search lights and laser displays are not allowed.

630.C. Prohibited Signs

The following signs and devices are prohibited. Any sign type not listed in this *Sec. 630. (Signs)* is considered prohibited.

1. Abandoned Signs

Any sign remaining in place or not maintained for a period of 90 days which no longer advertises or identifies an ongoing business, product or service available on the business premise where the sign is located.

2. Aerial Roof Signs

Any sign that is mounted, attached, affixed, or painted on the surface of a roof that is visible from the air or an elevation vantage point higher than the roof.

3. Aerial Signs

Any sign or device that is either floating or flying in the air but is secured to a building or to the ground by strings or cables. A blimp is considered an aerial sign.

4. Animated Signs

Any sign which uses movement or changes of lighting to depict action or create a special effect or scene.

5. Balloons

Any inflatable airtight bag that, when in multiple numbers can be strung together and displayed to attract attention to a business location. A balloon is not considered an inflatable sign.

6. Bunting

Any decoration made out of fabric, synthetic material, sheet metal, or any thin pliable material that is securely attached to at least two ends of a rigid frame attached to a pole or projecting from a building.

7. Can Signs (Box Signs)

Any sign on the outside face of a metal box with or without internal illumination.

8. Digital Signs

Any electronic sign that displays video or multimedia content or text.

9. Fence Signs

Any sign attached to or painted onto a freestanding fence.

A sign attached to or painted onto a freestanding wall is considered a monument sign and is subject to the standards of Sec. 630.F.10. (Monument Sign).

10. Inflatable Signs

Any form of inflatable device that is displayed, printed or painted on the surface of an inflatable background. A balloon is not considered an inflatable sign.

11. Mobile Signs

Any sign mounted, attached, affixed, or painted upon any surface of a motor vehicle, trailer, or similar conveyance parked on public or private property. This includes mobile signs that are digital or animated.

12. Off-Site Advertising Signs (Billboards)

Any sign structure or billboard, whether freestanding or mounted on an existing building, built for the purpose of advertising an establishment, product or service which is not available on the property upon which the sign is located at the time the sign structure was erected.

a. Proposition "L"

As approved in a special municipal election held on November 2, 1993 (Proposition "L"), and which cannot be modified without a vote of the people:

1. No new or structurally altered off-site billboards will be permitted within the City of Pomona. In technical words conveying the same meaning, off-site advertising signs must not be constructed, relocated, or structurally altered in any zoning district.
2. Noncommercial advertising by the property owner or by another with their consent is permitted on any advertising sign for on-site advertising, whether the message concerns activity at the property or not.

13. Pennants

Any device made of flexible materials, such as cloth, paper or plastic, which may or may not contain copy, and designed to be attached securely to a pole or post.

14. Pole Signs

Any freestanding sign that is wholly independent of a building for support, permanently affixed to the ground using one or more poles or posts.

15. Unofficial Traffic Signs

Any sign which simulates in color, size or design, any traffic control 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.

16. Snipe Signs

Any sign or poster that is installed within public or private property on structures such as lampposts, traffic signs, street signs, building walls, fences, and similar structures.

630.D. General Signs Requirements

1. Building and Electrical Code Compliance

The structural components of a sign (including, without limitation, lighting fixtures) must be constructed, installed and maintained in accordance with the requirements of the current Uniform Building Code and National Electrical Code.

2. Setbacks and Encroachments

- a. Building setback requirements, as defined in Sec. 370.C. (Building Setbacks), do not apply to signs.
- b. Any awning, canopy, marquee, and projecting signs may encroach (subject to an encroachment permit) up to 42 inches over a public right-of-way provided that:
 1. The sign does not encroach within a vertical plane measured 2 feet from the back of the curb; and
 2. The bottom edge of the sign maintains a clearance of at least 8 feet from the finish grade level below the sign.

3. Illumination

- a. Where exposed lamps are used to illuminate signs, gooseneck reflectors and lights must be provided with proper lenses and guards to concentrate illumination on the area of the sign to prevent glare on the street or adjacent property.
- b. Neon lighting must not exceed 30 milliamps. All other types of sign illumination are subject to the standards of Sec. 640.A. (Outdoor Lighting).

4. Display of Noncommercial Message

Any sign authorized in this Section may display a noncommercial message in lieu of other text.

5. Sign Installation and Maintenance

All signs must be installed and maintained in proper working order at all times and meet the following provisions for maintenance.

- a. The display surfaces of all signs must be kept clean and legible at all times.
- b. All non-functioning bulbs or damaged sign faces or panels must be replaced or repaired within 30 days.
- c. All sign copy must be maintained securely on the sign face or panel and all missing copy must be replaced within 30 days.
- d. Sign structures, frameworks, and poles must be structurally sound.
- e. The rear of any sign face or cabinet visible to the public must be provided with a flat-surfaced cover to obscure structural elements from public view.
- f. Following the removal of any signage and/or prior to the installation of any signage, all visual trace of the previous sign must be removed, including any residue. Where discoloration occurs upon removal or exists prior to installation, all surfaces must be painted to match the existing color of the structure.

6. Sign Removal

- a. The following signs will be removed immediately by the property owner:
 1. Nonconforming signs changed or altered in any way beyond maintenance and repair other than change of copy as defined in Sec. 11100.X. (Nonconforming Signs).
 2. Prohibited signs as defined in Sec. 630.C. (Prohibited Signs).
- b. Where a sign is removed, all visual trace of the previous sign must be removed, including any residue. Where discoloration occurs upon removal all surfaces must be painted to match the existing color of the structure.

630.E. Large Temporary Signs

Any sign with an area greater than 10 square feet which is not designed or intended to be placed permanently.

Large temporary signs must meet the following standards.

1. Large temporary signs must be rectangular in shape.
2. Large temporary signs are not permitted in zoning districts with a Neighborhood Yard frontage module, except for an assembly use or with a RX1 use module.
3. Large temporary signs must not exceed 45 square feet.
4. One large temporary sign is permitted per building and/or tenant street frontage at any time.
5. Large temporary signs may be used for a period not exceeding 30 consecutive days, up to 2 times per any 12-month period. Additional posting time may be allowed by the Zoning Administrator, provided a temporary activity on the site is continuing or an emergency circumstance warrants the additional sign duration for a public purpose.
6. Materials used for temporary signs must be durable and capable of withstanding the weather.
7. Temporary signs must be attached to a building or structure.

630.F. Permanent Signs

1. Frontage Module Permissions

The following signs are allowed by frontage module.

Sign Type	Frontage Module					Standards
	Neighborhood Yard	Multi-Unit	General	Shopfront	Special	
Building Signs						
Awning	--	■	■	■	■	Sec. 630.F.2.a. Awning Sign
Canopy	--	■	■	■	■	Sec. 630.F.2.b. Canopy Sign
Painted	--	■	■	■	■	Sec. 630.F.2.c. Painted Sign
Projecting	--	■	■	■	■	Sec. 630.F.2.d. Projecting Sign
Roof	--	■	■	■	■	Sec. 630.F.2.e. Roof Sign
Wall	--	■	■	■	■	Sec. 630.F.2.f. Wall Sign
Window	--	■	■	■	■	Sec. 630.F.2.g. Window Sign
Freestanding Signs						
Monument	--	■	■	■	■	Sec. 630.F.3.a. Monument Sign
Suspended	■	■	■	■	■	Sec. 630.F.3.b. Suspended Sign
Special Signs						
Crown	--	■	■	■	■	Sec. 630.F.4.a. Crown Sign
Marquee	--	--	■	■	■	Sec. 630.F.4.b. Marquee Sign

■ = Sign type allowed -- = Sign type not allowed

2. Building Signs

Any permanent on-site sign attached to or painted on a primary or accessory building or structure. Building signs include awning, canopy, painted, projecting, roof, wall, and window sign types.

For the purposes of this Code, crown and marquee signs are considered special signs as defined in Sec. 630.F.2.C. (Special Signs).

a. Awning Sign



1. DEFINITION

A building sign where graphics or symbols are painted, printed, sewn, or otherwise adhered to the material of an awning as an integrated part of the awning itself.

2. GENERAL STANDARDS

- i. Any awning containing a sign must be located over ground-story doors or windows.
- ii. Any awning containing a sign must not extend above the height of the bottom sill of any second story window of the building facade to which it is attached.
- iii. Any awning containing a sign must not be internally illuminated.
- iv. Any awning containing a sign may be externally illuminated pursuant to Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per awning.

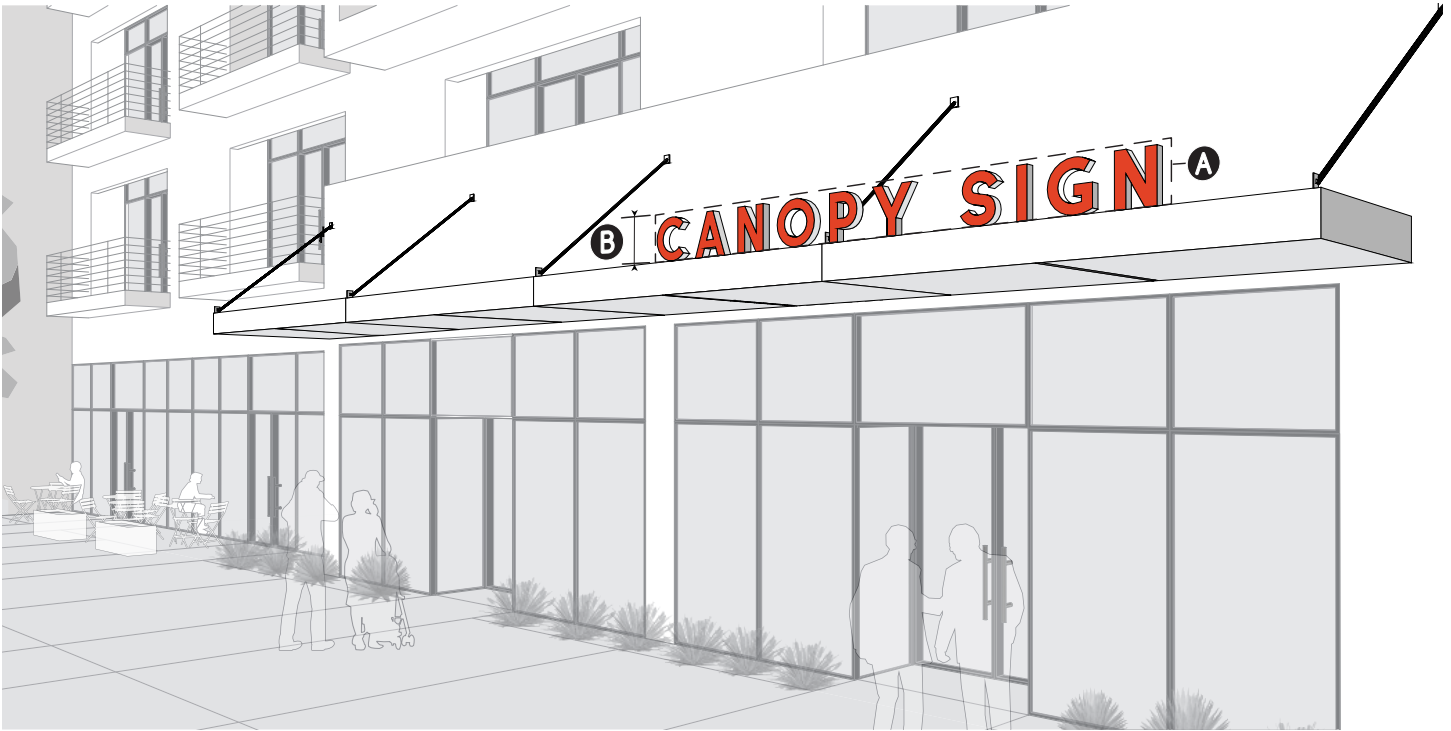
4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	20 SF
B Sign display height (max)	1'
C Width (max)	60% of the awning

b. Canopy Sign



1. DEFINITION

A building sign attached to a canopy with a display surface parallel to the plane of the building facade.

2. GENERAL STANDARDS

- i. Any canopy containing a sign must be located over ground-story doors or windows.
- ii. Any canopy containing a sign must not extend above the height of the bottom sill of any second story window of the building facade to which it is attached.
- iii. Any canopy sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per canopy.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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5. INDIVIDUAL SIGN DIMENSIONS

Ⓐ Area (max)	1 SF per linear foot of canopy, or at least 20 SF, whichever is greater
Ⓑ Height (max)	3'
Clear height above parking area or driveway (min)	14'

c. Painted Sign



1. DEFINITION

A building sign painted on the exterior wall of a building or structure.

2. GENERAL STANDARDS

- i. Any painted sign must be professionally executed by a licensed commercial sign painter.
- ii. Any painted signs located within a mural that is located on public property, within a public easement, or which received funding from the City must be approved by the Cultural Arts Commission.
- iii. If a painted sign is located within a mural, only areas including text count toward the sign area.
- iv. Any painted sign may be externally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	
Ground story	50 SF
Upper story	100 SF

d. Projecting Sign



1. DEFINITION

A building sign attached approximately perpendicular to the exterior wall of a building or structure, typically extending 12 inches or more from the wall.

2. GENERAL STANDARDS

- i. A projecting sign must be at least 15 feet from any other projecting sign.
- ii. A projecting sign must not extend above the top of the building roof line or parapet.
- iii. Any projecting sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per building entrance.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	30 SF
B Projection width (max)	3.5
C Clear height above parking area or driveway	14'

e. Roof Sign



1. DEFINITION

A building sign erected on a roof of a building consisting of channel letters, graphic segments, open lighting elements, or other open forms affixed to a non-solid panel sign support structure.

2. GENERAL STANDARDS

- i. Any roof sign must be located on the roof of a building.
- ii. Any roof sign must be at least 15 feet from any other roof sign.
- iii. The plane of the roof sign face must be approximately parallel to the face of the building.
- iv. The roof sign must consist of open channel lettering or graphic segments. Box and cabinet signs are not allowed.
- v. Any roof sign may be externally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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4. INDIVIDUAL SIGN DIMENSIONS

Ⓐ Area (max)	80 SF
Ⓑ Height (max)	3'

f. Wall Sign



1. DEFINITION

A building sign attached flat and parallel to the exterior wall of a building or structure, extending no more than 12 inches from the wall.

2. GENERAL STANDARDS

- i. Any wall sign must not extend above the top of the building roof line or parapet.
- ii. Any wall sign must be located below the window sills of the second story on a multi-story building.
- iii. Any wall sign must only be located on facades that include a customer entrance or display window.
- iv. Any wall sign must not cover, cross, or hide any building balcony, column, belt course, or other decorative architectural feature.
- v. Any wall sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)

1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	50 SF
B Projection width (max)	1'

g. Window Sign



1. DEFINITION

A building sign which is painted on, applied to, attached to, or projected upon the glass area of a building facade, including doors, or located within 12 inches of the interior of a window.

2. GENERAL STANDARDS

- i. Any window sign must only be displayed in ground floor windows.
- ii. No combination of temporary and permanent window signs may cover more than 50% of any window panel.

3. NUMBER OF SIGNS

Maximum of 2 per lot or per 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)

1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater

5. INDIVIDUAL SIGN DIMENSIONS

<p>A Area per sign with an opaque background (max)</p>	10 SF
Area per sign with no background (max)	None
Area per internally illuminated or exposed neon sign (max)	4 SF

3. **Freestanding Signs**

Any permanent on-site sign placed on a site but is not attached to or painted onto a primary or accessory building or structure. Freestanding signs include monument and suspended sign types.

a. Monument Sign



1. DEFINITION

A freestanding sign which has a solid base and is attached to the ground along its entire length.

2. GENERAL STANDARDS

- i. Any monument sign structure must be incidental to the size of the monument sign itself.
- ii. Any monument sign must not encroach upon any public right-of-way or sidewalk.
- iii. Any monument sign must be set back a minimum of 3 feet from the public right-of-way.
- iv. Any monument sign must be set back a minimum of 10 feet from a driveway entrance.
- v. Any monument sign must not be placed within 10 feet of a common lot line.
- vi. Any monument sign must be at least 100 feet from any other monument sign.
- vii. All letters included in any monument sign must have a minimum height of 9 inches.
- viii. Any monument sign may be illuminated with a shielded spotlight located at the base of the sign in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Number of monument signs (max)	1 per lot
Combined number of freestanding signs (max)	1 per street frontage

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	32 SF
B Width (max)	6'

b. Suspended Sign



1. DEFINITION

A freestanding sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.

2. GENERAL STANDARDS

- i. Any suspended sign must not encroach upon any public right-of-way or sidewalk.
- ii. Any suspended sign may be illuminated with a shielded spotlight located at the base of the sign in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Combined number of freestanding signs (max)	1 per street frontage
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4. INDIVIDUAL SIGN DIMENSIONS

Ⓐ Area (max)	12 SF
Ⓑ Height (max)	8'

4. Special Signs

Special signs include crown and marquee sign types.

a. Crown Sign



1. DEFINITION

A building sign painted on, or attached flat and parallel to, the exterior wall of a building or structure that is located at the top of a building facade. The display surface of which does not extend more than 2 feet from the outside wall of the building or structure.

2. GENERAL STANDARDS

- i. Any crown sign must be located on the upper-most story of a building with at least 3 stories.
- ii. Any crown sign must be hand-painted, consist of channel letters, or have lettering and details which extend no more than 2 inches from the surface of the building facade.
- iii. Any crown sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 2 per lot and 1 per building facade

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	
3-4 stories	200 SF
5+ stories	350 SF

b. Marquee Sign



1. DEFINITION

A building sign attached to a marquee, including a reader-board.

2. GENERAL STANDARDS

- i. Any marquee sign must not extend above or below the marquee.
- ii. Any marquee sign must not be attached to any portion of the marquee except on the periphery.
- iii. Any marquee sign may be internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. TOTAL SIGN AREA

Combined area of all special signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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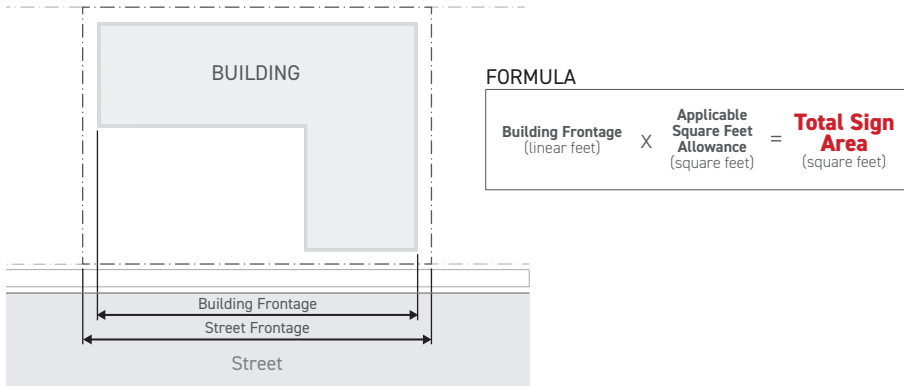
4. INDIVIDUAL SIGN DIMENSIONS

A Area, all faces (max)	60 SF
B Height above bottom of marquee (max)	5'

630.G. Measurement

1. Sign Area

- a. Per linear foot of building frontage is calculated by measuring the total linear feet of all street-facing building facades. For the measurement of street-facing building facade, see Sec. 1200.D.2. (Street Lot Line-Facing Facades).



- b. For building signs consisting of freestanding letters or logos, sign area is calculated as the total area of the rectangle, circle or square that fully encloses the letters or images as shown below. Images, logos or text greater than 12 inches apart are calculated as separate signs for the purposes of calculating individual sign area.

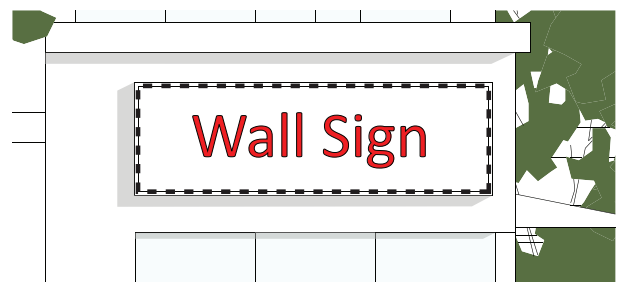
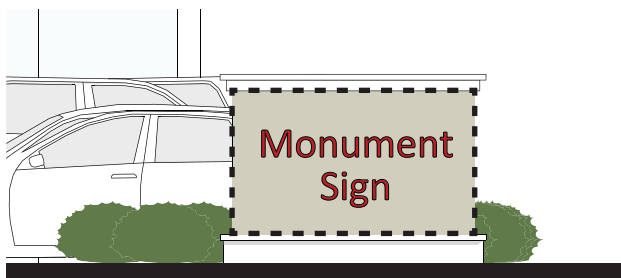
One Sign



Two Signs



- c. For signs on a background, the entire area of the background is calculated as sign area, including any material or color forming the sign face and the background used to differentiate the sign from the structure on which it is mounted. Includes the face of the structure that the message is affixed to, not including any supports, bracing or street number.



- d. For a sign that is 2-sided, back-to-back or V-type, only the area of the largest sign face is calculated as part of the sign area. If the sign face angle on a V-type sign is more than a 60 degrees, sign area is calculated by adding together the area of all sign faces.

2. Sign Height

The height of a freestanding sign is measured from the highest point of the sign or supporting structure to the top of the nearest sidewalk or crown of the road when no sidewalk exists.



630.H. Relief

A deviation from a sign standard may be allowed as a variance in accordance with Sec. 1160.F. Variance.