

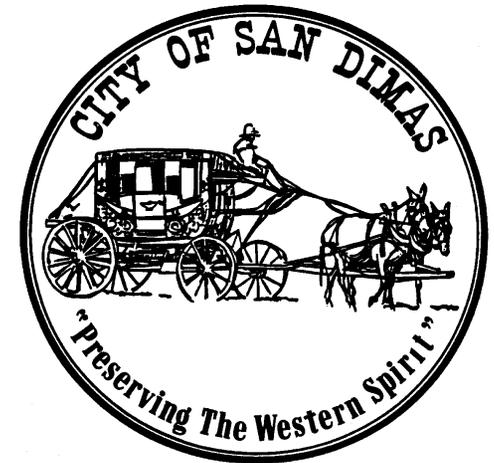
The Planning Department offers informational brochures on the following topics:

Artificial Turf Guidelines  
Banners and Temporary Signs  
CEQA and Environmental Review  
Classification of Use  
Conditional Use Permits  
Development Agreements  
Development Plan Review Board  
Fees and Charges  
For Sale/For Lease Signs  
General Plan  
Lot Line Adjustments  
Mills Act  
Municipal Code Text Amendments  
Outdoor Dining Policy  
Outdoor Displays of Merchandise  
Permanent Signs  
Permit Streaming Act  
Planning Commission  
Portable Signs  
Property Information  
Public Notice Requirements  
Residential Care Facilities  
RV & Trailer Parking  
Signs in the Historic Downtown Area  
Site Plan Requirements  
Specific Plans  
Storage Structures  
Subdivisions  
Temporary Use Permits  
Trash Enclosure Standards  
Tree Preservation  
Variances  
Window Replacement – Town Core  
Window Signs  
Zone Changes  
Zoning Descriptions

*\*These brochures are generally intended to assist in the processing of application material. They do not necessarily provide every detail regarding Municipal Code regulations.*

City of San Dimas  
Planning Division  
245 East Bonita Ave.  
San Dimas, CA. 91773

# Signs in the Historic Downtown Area



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## HISTORIC DOWNTOWN AREA

Downtown San Dimas is a prime example of the traditional American town center and the City strives to maintain the attractive architectural quality, atmosphere and sense of community its citizen's value. This brochure addresses signage in the historic downtown area, as signs are significant contributors to the downtown streetscape and can enhance or detract from the ambience of the street. Signs must be effective for downtown merchants, announcing their business locations to residents and passersby. The role of the sign in the historic town core context should be to identify a business and not for advertising.



## WHAT TYPES OF SIGNS ARE ALLOWED?

The San Dimas Municipal Code (SDMC) permits a variety of signs to identify merchants in the historic downtown area. These include:

a) Window signs, subject to the regulations in SDMC 18.152.164. The Development Services Department can provide an additional brochure with specific information related to window signs, or you may view Chapter 18.152 of the SDMC online.

- b) Canopy signs, subject to SDMC Section 18.152.150(B). One canopy sign may be located under a canopy perpendicular to the face of a building. Materials shall be natural or natural appearing, consistent with the character of the historic downtown area.
- c) Icon or projecting signs, in lieu of a wall sign and if determined to be appropriate by the Planning Director. These types of signs may not be illuminated and are subject to SDMC Section 18.152.150.C.
- d) Wall signs, including primary and secondary wall signs. Both primary and secondary wall signs must be constructed out of suitable material that is natural or natural appearing and consistent with the character of the historic downtown area and may not be internally illuminated, but may be externally illuminated. Wall signs are subject to SDMC Sections 18.152.150.D and 18.152.150.E.
- e) Portable signs, such as "A" frame signs, sidewalk signs, and sandwich board signs, subject to SDMC Section 18.152.120.B.11. The Development Services Department can provide an additional brochure with specific information related to portable signs, or you may view Chapter 18.152 of the SDMC online.
- f) Monument signs, subject to SDMC Section 18.152.170.A.5. For commercial buildings with a zero setback, the City may consider allowing a monument sign in the public right-of-way.
- g) Temporary signs and banners, subject to SDMC Section 18.152.160. The Development Services Department can provide an additional brochure with specific information related to

temporary signs, or you may view Chapter 18.152 of the SDMC online.

## HOW DO I OBTAIN APPROVAL TO INSTALL A NEW SIGN? IS A PERMIT REQUIRED?

A permit is required for the installation of most signs in the Historic Downtown Area. The types of signs that require a permit range from permanent wall signs to temporary banners. Staff is available in both the Planning and Building Divisions to review sign plans and provide feedback and guidance on sign design and construction requirements.

## HOW LONG DOES THE REVIEW TYPICALLY TAKE AND WHAT IS THE TYPICAL PERMIT FEE?

The fee for Planning Division review of permanent signs is \$83/sign. Sign plans for permanent signs will be taken in for review, and comments are typically provided within two weeks. Once approved by the Planning Division, the plans will be subject to plan check by the Building Division. Building Division fees will also be due and will be calculated based upon the valuation of the work.

The permit fee for a temporary banner is \$10. If all necessary information is provided, sign plans for a temporary banner can usually be reviewed at the counter and issued the same day.

For more information on sign requirements in the Historic Downtown Area, please see SDMC Section 18.152 or talk to a planner at City Hall.