

## Banners, Flags, and Pennants

Flags, banners, balloons, festoons, and other devices used to attract attention outdoors shall be allowed for the purpose of advertising a special sale, and only upon obtaining a permit. One banner shall be allowed per business up to 180 days in a calendar year. Subject to the following conditions:

- ◇ Banners shall not augment existing permanent signs by advertising the same message.
- ◇ Banners shall be placed flat against a building surface, and may not be mounted on the roof or extend above the roof parapet.
- ◇ Banners shall not be placed on fences, signs, poles, or vehicles.
- ◇ Banners shall not exceed fifty square feet in size.

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◇ Rooftop mounted balloons, pennants, spinners, tethered balloons either stacked or arched are permitted in conjunction with a Temporary Use Permit. The use of such devices is limited to 120 days in a calendar year.

◇ Tethered helium balloons shall not be displayed on the roof or extension of buildings surface.

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◇ Festoons, flags, and a banner secured between two poles that does not exceed six feet shall be allowed for businesses engaging predominantly in outdoor sales such as sale of autos, recreational vehicles, motorcycles, and boats provided they are maintained and in clean orderly fashion, per Section 17.74.110 of the Corona Municipal Code.



City of Corona  
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## City of Corona Community Development Department

### Sign and Banner Permits

- ◆ Sign Permits
- ◆ Banners
- ◆ Balloons
- ◆ Festoons



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## Introduction

Sign permits are required for all signs erected within the City of Corona, unless otherwise specified under Section 17.74.030 of the Corona Municipal Code. The Community Development Department reviews all sign permits. Applicants wishing to obtain a permit for a sign should submit the following:

- ◇ Four copies of the site plan indicating all property lines with dimensions and building locations.
- ◇ Location of enterprise (wall) signs (s) on the building and parcel identification (freestanding) signs on the site with set back dimensions to the property lines.
- ◇ Four sets of elevation drawings showing the lineal feet of building frontage.
- ◇ Four sets of sign detail showing height, width, electrical and mounting diagrams. At least one set of sign details should be color.

Most sign permits are issued over the counter. Applicants whose sign permits are not issued over the counter should allow one week for planning review and approval.

## Purpose

The City of Corona encourages signs that:

- ◇ Are well designed and pleasing in appearance.
- ◇ Have a desirable urban character which has a minimum of overhead clutter.
- ◇ Enhance the economic value of the city's community by regulating the height, size, location, and illumination of signs.
- ◇ Prevent a profusion of sign displays which are confusing to the general public.
- ◇ Attract and direct persons to various activities and enterprises in order to provide for maximum public convenience.
- ◇ Preserve and improve the appearance of the city as a place in which to live, work, and attract non-residents who come to visit or trade.
- ◇ Reduce the possible traffic and safety hazards to motorists and pedestrians and promote public health, safety, and general welfare of the city.

*Sign requirements vary from one area in the city to another and from one Specific Plan to another. Therefore, sign requirements should always be verified with the Community Development Department and permits obtained prior to the construction of any sign.*

## General Sign Criteria

The following are general guidelines for sign placement and sign area. Additional regulations may apply, refer to Section 17.74 of Corona Municipal Code.

- ◇ Signs must be erected upon the site in which the business is located.
- ◇ No sign shall be erected as to create a traffic hazard by obstructing vision, or which may be confused with a traffic sign.
- ◇ Multiple tenant commercial buildings shall be limited to signs on only those sides of the building with the main public entrance or with street frontages.
- ◇ Signage shall not extend over the property line, or overhang any public right of way.
- ◇ No illuminated sign shall be erected on the side of a building where the property line abuts a residential use or zone.
- ◇ Height of pole signs shall be regulated by the height of the zone, except signs erected in the C-2, C-3 and CP commercial zones whose height limit is fifteen feet.
- ◇ Signs shall contain only such subject matter as the name and the logo of the establishment, or goods and services provided by the establishment.
- ◇ All commercial or office centers consisting of two or more tenant spaces shall submit a comprehensive sign proposal including both parcel and enterprise signs. The proposal shall integrate the sign with the building design by using the same background, mounting method, materials, and not more than three (3) colors for signs.
- ◇ Bulletin board signs are prohibited except for theatres having permanent seating for at least one hundred persons, public, non-profit, charitable or religious institutions.
- ◇ Electronic message centers may be permitted only if located adjacent to a freeway or major street frontage. Messages may not be changed at a rate faster than one message every four seconds, with an interval between messages of not less than one second.

## Signs in the Public Right of Way

Temporary signs including human sign twirlers are permitted in the public right of way from 7:00 AM Saturday to 7:00 PM Sunday. Signs shall not be posted to create a safety or litter hazard and shall adhere to the following criteria:

- ◇ Signs shall be two feet by three feet in size and no more than three feet high.
- ◇ Signs shall be securely fastened to the ground on a single metal or wood support.
- ◇ Signs shall be placed no closer than ten feet from the corner to preserve driver site visibility.
- ◇ No more than three signs per business, entity, or persons shall be placed on a single block.
- ◇ Signs posted outside the criteria or times permitted, will be subject to removal by the city with the costs to remove borne by the responsible party, 17.74.200.

## Sign Area Matrix

Parcel ID Signs (Freestanding): 1 square foot of sign area per lineal foot of lot frontage.

Enterprise ID Signs (wall signs): 1 square foot of sign area per lineal foot of building frontage.

Zone	Parcel ID Sign	Enterprise ID Sign
A, A-14.4, R-1, R-2, & R-G	4 Sqft maximum	4 Sqft maximum
C-2	32 Sqft by right	32 Sqft by right
	150 Sqft maximum	150 Sqft maximum
C-3	32 Sqft by right	32 Sqft by right
	200 Sqft maximum	200 Sqft maximum
R-3, M-P, C-P, M-4	24 Sqft by right	32 Sqft by right
	60 Sqft maximum	150 Sqft maximum
M-1, M-2, & M-3	40 Sqft by right	80 Sqft by right
	150 Sqft maximum	150 Sqft maximum
Refer to Section 17.74.190(A)(8) for multi-story office building standards		