

# City of Hesperia

## STAFF REPORT



**DATE:** January 27, 2022  
**TO:** Planning Commission  
**FROM:** Mike Hearn, Deputy Director of Community Development  
**BY:** Ryan Leonard, Senior Planner  
**SUBJECT:** Discussion of the Sign Regulations for Industrial Buildings

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### DISCUSSION

The first one million square foot building is under construction along Caliente Road on the west side of Interstate 15 freeway. Chapter 16.36 of the Development Code contains the Sign Regulations and all nonresidential signage, including the Modway furniture building are governed by the following:

#### **16.36.060 - Nonresidential signs (includes hotel and motel).**

A. The following signs shall be permitted for nonresidential uses. Deviations from the following standards and the sign menu in Section 16.36.130 shall be permitted subject to review and approval of a site sign plan to govern all signage on a site. Should the site plan contain requests for signs that exceed the requirements of Section 16.12.220(7) of the development code, then the sign plan shall be referred to the planning commission for review and approval.

B. Total Sign Area. The total sign area for an individual use or combination of uses or buildings on a commercial or industrial site is computed as three square feet of signage per one lineal foot of principal building(s) that fronts on a street, alley or parking lot with customer entrances. Institutional uses shall not be granted a cumulative total, but shall be allowed signs listed in the sign menu and described per this chapter.

C. All signs must adhere to size, height and spacing limits per the type of sign as specified below:

1. Attached (Wall or Integral Roof) Signs. Wall signs are permitted at two square feet of sign area per lineal foot of principal building(s) fronting the street(s) with a maximum area of one hundred fifty (150) square feet per sign. Wall signs must be attached to the building and may be designated as integral roof signs, but shall not extend above the roof. Wall signs shall be placed on the exterior wall of the tenant space. Any number of signs may be used but the maximum area allowed shall be the cumulative total of all wall signs.

The Modway building is about 1,550 feet in length, resulting in a Total Sign Area allowance of 4,650 square feet for the entire site, and 3,100 square feet of wall signage, if they were allowed to exceed 150 square feet.

With quite a few larger scale buildings coming in the future, Staff would like to find the most efficient way of processing them, whether each building comes before the Commission, or whether the sign code is modified specifically for these buildings.