Directive 2018-1
Public Notice - Signs

Development Services Department – Planning Division
460 N. Euclid Avenue
Upland, CA 91786

(909) 931 – 4130

A. *Supplemental Notice Requirements*.

a. *Applicability*. In addition to standard requirements, large four-foot by eight-foot sign or signs may be required to be posted at the project site for development-related projects as determined necessary by the Development Services Director in the following circumstances:

i. The proposed development is a project with a higher intensity land use than that of the existing neighborhood;

ii. The proposed project requires a general plan land use amendment;

iii. The proposed project requires an EIR; or

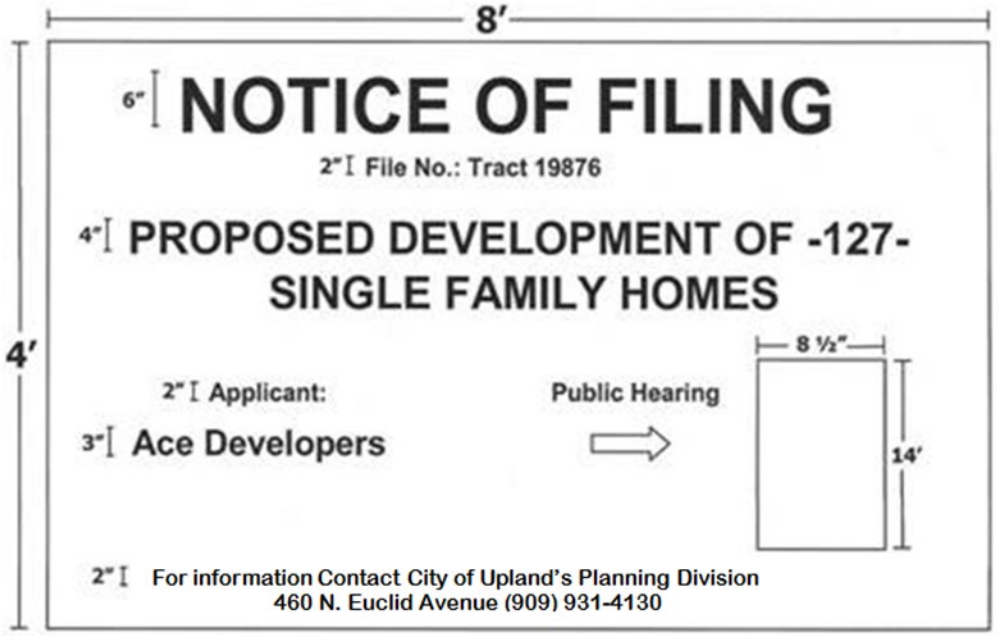
iv. The project is determined to require supplemental posting as determined necessary by the Development Services Director.

b. *Cash Deposit*. A cash deposit is required ($1,000.00) to ensure compliance with the supplemental notification requirements including maintenance and removal of the large notification sign.

c. *Sign Criteria/Maintenance*. In order to implement the large signs as an effective form of public notification, the following rules and standards shall apply:

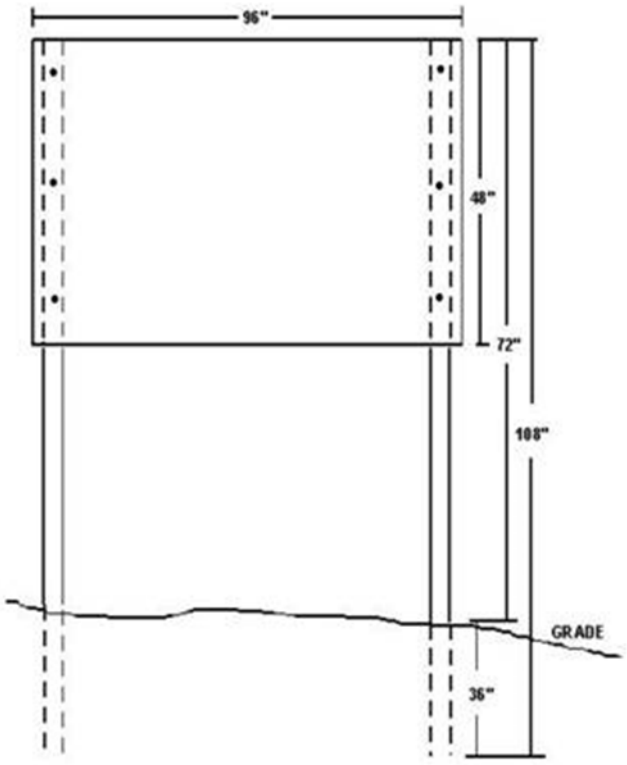
i. *Sign size and specifications*. All large sign(s) shall be four feet by eight feet in size and be constructed to the specifications below. The specific project information text on the sign shall be provided by the Planning Division.

DESIGN OF LARGE NOTIFICATION SIGN



ii. *Location and Installation Standards*. All large sign(s) shall be installed according to the specifications. The large four-foot by eight-foot signs shall be posted 300 lineal feet apart along the project's street frontage. The location for the sign(s) on the project site shall be approved by the Development Services Director as part of the sign permit.

EXAMPLE OF LARGE NOTIFICATION SIGN SPECIFICATIONS



iii. *Timing*. All large notification sign(s) shall be installed by the applicant at the project site in accordance with the above criteria, prior to determining that the project application is complete.

1. *Sign Removal and Maintenance*. All large sign(s) must be kept adequately maintained and free from graffiti and remain in place until the final decision on the application has been made, or the application is withdrawn. All large sign(s) shall be removed by the applicant within 14 days of the final decision or date of withdrawal. Failure to remove the sign within the prescribed period may result in forfeiture of the cash deposit and removal of the sign by the City.

Approved by:

Robert D. Dalquest
Development Services Director

Date

Sign Plan / Sign Criteria Review Application

Development Services Department – Planning Division
460 N. Euclid Avenue
Upland, CA 91786

(909) 931 – 4130

PROJECT ADDRESS/LOCATION:

STAFF USE ONLY	
FILE NO.: SI –	
RELATED FILES:	

APPLICANT NAME: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

PROPERTY OWNER NAME: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

PROJECT DESCRIPTION

APPLICANT CERTIFICATION

I hereby certify that the information provided is complete and that the facts, statements, and information presented are true and correct to the best of my knowledge and belief.

_____ Signature

_____ Date

STAFF USE ONLY				
DATE RECEIVED:	RECEIVED BY:	FEES:	RECEIPT NO.:	ASSIGNED PLANNER:

FILING REQUIREMENTS

- ❑ Three (3) copies of plans for all ground and wall-mounted signs.
- ❑ A letter or signature of authorization on the plans from the property owner(s), if the application is not being made by the property owner(s).
- ❑ Digital copies of all above items on a flash drive.

FILING FEES:

Sign Plan/Sign Criteria:	$380.00

*Per the amendment to the Master Fee Schedule in Resolution No. 6825 adopted by the City Council and effective on July 1, 2025. The applicant is responsible for all costs incurred by the City including supplies, equipment and the fully burdened rate of staff involved. A deposit may be required, as determined by the Development Services Director, for complex projects, negotiations, or the use of third-party vendors. These deposit fees are determined by third party vendor contracts, invoicing by contract employees and projects that are major or complex in nature, that exceed the billable staff rate to complete. The amount will be varied based on the scope of the project. Only the true cost is billed to the applicant and any overage in deposit is refunded after completion of the project.