



City of Moreno Valley Planning Division Guidelines to opening and operating a business

Location, location, location...

Prior to signing any lease or rental agreements verify with the City of Moreno Valley, Planning Division that your use is an allowed use within the zone you are proposing to locate.

New uses that may require a review and approval by the Planning Division

The City of Moreno Valley Planning Division has identified several uses that if newly established require a Planning application, and review. These uses include but are not limited to:

- Automotive repair – Major and minor repairs, alarm and sound system installation, window tinting
- Educational facilities – charter schools, higher education, drivers training schools
- Counseling facilities with group settings – AA, NA, etc.
- Fitness facilities – including dance studios and martial arts facilities
- Hookah Bars
- Nail salons
- Recycling facilities and kiosks
- Restaurants (food and beverage) – with and without customer seating

Signage- Tenant identification and advertising

The City of Moreno Valley Municipal Code **9.12- Sign Regulations** has specific standards for business signage. Moreno Valley Municipal Code 9.12 is available for download at the City's website (<http://www.moval.org>). In addition several of our shopping centers have a Sign Program specific to the shopping center where the signage proposed would have to be consistent with the approved Sign Program. Electronic copies of the various sign programs are available via email.

Business signage that requires a permit from the Planning and or Building and Safety Divisions includes: wall signs, monument signs, pole/freeway signs banners, balloons, and flags. The various signage listed has specific standards that would have to be adhered to such as size and sign location. Please contact the Planning Division for information related to **any** proposed signage. Attached is a guideline for allowed and non-allowed signage in the City of Moreno Valley for your reference. The Planning Division can be reached at (951) 413-3206.

GUIDELINES TO TEMPORARY COMMERCIAL SIGNAGE

The following guidelines are provided to assist commercial businesses in temporary commercial signage compliance efforts. The banner permit application can be found on the Planning Division Forms webpage at www.moval.org. Send all questions to PlanningEmail@moval.org or call 413.3206.

Permit Required

A permit is required for all banners. Banner permits remain valid for as long as the business has a business license and the banner is maintained in good repair. A copy of the approved temporary sign permit shall be displayed on the premises in full public view for as long as the permit is in effect.

Approval Process

The banner application submittal shall include the application, written approval from the property owner or authorized agent, and shall be submitted along with a picture of the building wall occupied by the tenant. Dimensions of the wall's, height and length of the occupied space, as well as the dimensions of the temporary sign at the time of submittal, must also be submitted.

Location and Installation

Banners shall be attached to buildings unless otherwise specified. The banners shall be securely fastened at all four corners to the wall of the building on which it is located to prevent the banner from flapping in the wind. Banners shall also be displayed only on the wall(s) of the building space occupied by the business advertised on the banner. Banners shall not cover or interfere with windows, doors, lighting fixtures, architectural treatments to the building, or other permitted signs.

Size and Number

No more than one banner per wall and two banners per business. Each promotional advertising banner shall not exceed ten percent (10%) of the area of the building elevation occupied by the business on which it is placed, unless otherwise prohibited or regulated by an approved Sign Program for the commercial center.

Maintenance of Banners

Banners shall be maintained free from deterioration, disrepair or other condition that would create a nuisance.

Temporary Banners for New Businesses

Temporary banners used to identify new businesses require a permit. A temporary banner to identify the new business shall only be allowed during the first 60 days following the issuance of a Certificate of Occupancy. A banner may not serve as the permanent wall identification sign.

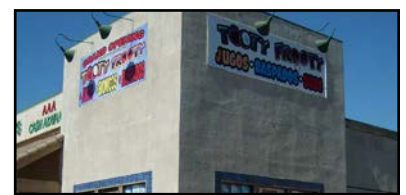
Examples of banners allowed:



Well-maintained, wall-mounted banners.



Banners attached to building walls.



Two-banners maximum. One per elevation.

Examples of banners not allowed:



Portable, A-frame, blade and other temporary signs are prohibited in the public right of way.



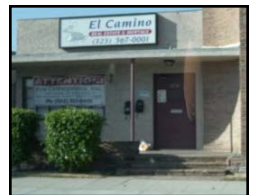
Signs attached to vehicles or trailers are prohibited.



Poorly maintained banners with signs of deterioration, not attached to the building wall.



More than one banner per wall.



Banners must not cover or interfere with windows.