

## OVERALL PROPERTY MAINTENANCE

As important as quality, easy to read signage is a clean, safe and inviting property for your business.

Parking areas should be regularly cleaned of trash such as cigarette butts, candy wrappers and soda cups. They should also be free of weeds and the parking spaces should be easily visible.

Landscape planters should also be free of trash and the plants should be manicured and alive. Decorative rock can be placed around plants in planters to help provide a more manicured look.

Graffiti should be removed or covered up as soon as possible.

Trash enclosures should be in good working order and have gates which block the visibility of the dumpster behind them. Latches should be able to hold the gate while either open or closed.

Asphalt parking lots should be in good condition with minimal cracks, no potholes, and clearly visible markings. Asphalt needs to be “top coated” or slurry sealed on a regular interval to keep it from decaying.

## TEMPORARY SIGNAGE REGULATIONS

- Must be for grand opening, sale or special promotion
- Allowed 30 days per quarter annually
- Banners must be located on building or permanent structure
- Flags must be located on the same site as the business
- No phone numbers or websites on signs
- Square footage maximums
- They require a permit!!!

City of Victorville

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## Development Department Code Enforcement Division

Temporary Signage  
Enforcement & Property  
Maintenance Program



## So What's The Problem???

The use of temporary signage such as flags, banners, streamers and other portable signs has increased to such a degree that these types of advertising are negatively affecting the image of the City.

The High Desert's hot sun and high winds batter temporary signage causing colors to fade quickly and fabric to fray and fall apart. Compounding the issue, some business owners have poles/strings up even though the flag or streamer deteriorated and fell off weeks or months prior.

The City is aware times have been tough, however adding more signage usually ends up creating visual clutter with no clear message directed to your customer.

## What's the Program?

Code Enforcement officials will be contacting realtors, attending meetings and mailing letters to businesses and property owners to help make them aware of the coming program. That will be followed by door-to-door visits to help identify illegal and unpermitted signs and help businesses understand what can be done.

## How Do We Reach Out?

Part of our outreach program is to educate local sign companies on the requirements and restrictions for advertising so they stop selling signage that is illegal and gets the business in trouble or their signs removed.

## What Can You Do?

Please remove all temporary signage that you have – then determine if you have a need for temporary signage and whether it meets the regulations. Staff will not be issuing permits for several months in order to prevent any confusion.

The City does offer a Temporary Sign Permit, if your business meets the criteria noted on the reverse of this pamphlet, in order for staff to track each businesses use of the signage. Most existing temporary signage does not meet the requirements because they are advertising the business name, or a product that the business offers.

## Did You Know?

There are regulations on the amount of signage that covers the windows of your business as well only 10-20 percent of a windows area can be covered with temporary signage. Windows enhance the architectural look of a building, however, many businesses use them to place product posters or hire sign companies to paint promotions on them.

The City of Victorville has some of the most business friendly sign regulations in Southern California! By square footage and number of signs, Victorville allows more permanent and temporary signage than most other cities.

Experts from Money and Entrepreneur magazines don't even mention temporary signage as a method of obtaining more customers instead; they say to focus on creativity, quality and networking methods to gain more customers.



# CITY OF VICTORVILLE



DEVELOPMENT DEPARTMENT  
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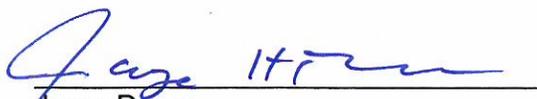
Dear Property Owner,

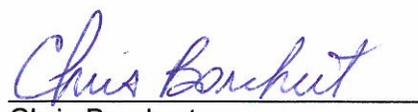
Over the last few years, the recession has affected every aspect of daily life in the Victor Valley and across the nation. While we understand the difficult and challenging economic times that our business community has encountered, many businesses have weathered the storm and we are seeing an increase in the amount of new businesses opening in the City. At the same time, we are also receiving more calls from people to clean up the city and project a better image.

In an effort to improve the appearance of the City of Victorville, we will begin contacting all business owners and commercial property owners to refresh and clean up their locations. Included with this letter is a brochure which provides some of the code requirements and restrictions for temporary signs. Temporary signs such as banners, flags, streamers, a-frames, etc. have proliferated in the past years and have created an eyesore which projects a negative image of the city to visitors. In addition to the temporary signs, property maintenance issues from general cleanliness to asphalt and trash enclosure repairs will be noted as well. All noted issues, whether signage or property maintenance, will be due to those being violations of the Victorville Municipal Code.

After sending out these letters, Code Enforcement will be going door-to-door to meet with the businesses, survey the property and advise them of violations with an "Inspection Report". Approximately two weeks later, a second inspection will be done and any violations that have not been corrected will be noted on a "Notice of Violation". If these violations occur on property that you own, you may be cited in the event the business owner does not remedy the violation.

The Victorville City Council is proud of the businesses within our city. It is the Development Department's goal to work with and support all members of our business community during this endeavor. We are certain that the results will be a much healthier, more appealing, and safer Victorville. Please call (760) 955-5104 if you have any questions.

  
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Jorge Duran  
Code Enforcement Manager

  
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Chris Borchert  
Acting Director of Development