

ORDINANCE NO. 798

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOMA LINDA, CALIFORNIA, AMENDING CHAPTER 17.18 (SIGNS), INCLUDING SECTIONS 17.18.070 (PROHIBITED SIGNS) AND 17.18.190 (DEFINITIONS), AND ADDING CHAPTER 17.18.200 (CITY COMMUNICATION SIGNS), TO ESTABLISH REGULATIONS AND PERMIT REQUIREMENTS FOR CITY COMMUNICATION SIGNS ON CITY-OWNED OR CONTROLLED PROPERTY

WHEREAS, the City Council finds that signage within the City of Loma Linda must be regulated to protect public safety, prevent visual clutter, and preserve the City's aesthetic and environmental values; and

WHEREAS, the City Council desires to establish standards in Chapter 17.18 (Signs) of Title 17 (Zoning) to ensure that signs placed on City-owned or controlled property serve public purposes, including public communication and revenue generation, while maintaining design quality, consistency, and orderly placement; and

WHEREAS, amendments to Section 17.18.070 (Prohibited Signs) and Section 17.18.190 (Definitions), and the addition of Chapter 17.18.200 (City Communication Signs), are necessary to define City Communication Signs and establish applicable development standards, permit requirements, and operational regulations governing such signs on City-owned or controlled property; and

WHEREAS, the proposed regulations will enhance the City's visual character by establishing standards for the design, location, operation, and maintenance of City Communication Signs; and

WHEREAS, on June 17, 2026, the Planning Commission held a duly noticed public hearing on the proposed amendment, at which an oral and written presentation was made and comments received, and the Planning Commission made a recommendation to City Council to adopt the ordinance; and

WHEREAS, on July 14, 2026, the City Council conducted a duly noticed public hearing and introduced this Ordinance for first reading, and on August 11, 2026, conducted a second reading and adopted this Ordinance approving Master Development Application No. MDA-2026-0060; and,

WHEREAS, the City Council finds that Master Development Application No. MDA-2026-0060 is consistent with the goals and policies of the Loma Linda General Plan, is compatible with surrounding land uses, and will not be detrimental to the public health, safety, or welfare.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF LOMA LINDA DOES ORDAIN AS FOLLOWS:

Section 1. The City Council hereby finds that all of the facts set forth in the recitals of this ordinance are true and correct.

Section 2. Environmental Determination. Pursuant to the General Rule Exemption (14 CCR § 15061(b)(3)), the City Council finds that the adoption of this Ordinance is not subject to the California Environmental Quality Act (CEQA) because the proposed Municipal Code amendment is not a project under CEQA.

Section 3. Approval. The Planning Commission recommended adoption and City Council hereby adopts this Ordinance, which amends Chapter 17.18 (Signs) of the Loma Linda Municipal Code to incorporate definitions, standards, and processing requirements for City Communication Signs as follows:

Section 4. Severability. If any section, subsection, subdivision, paragraph, sentence, clause, or phrase of this Ordinance or any part thereof is for any reason held to be unconstitutional, such decision shall not affect this validity of the remaining portion of this Ordinance or any part thereof. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phase thereof, irrespective of the fact that any one or more sections, subsection, subdivisions, paragraphs, sentences, clauses, or phrases be declared unconstitutional.

Section 5. Certification. The City Clerk shall certify to the passage of this Ordinance and shall cause the same to be posted within fifteen (15) days from its passage pursuant to Government Code section 36933.

Section 6. Effective Date. This Ordinance shall be in full force and effective a minimum of thirty (30) days after passage.

This Ordinance was introduced at the regular meeting of the City Council of the City of Loma Linda, California, held on the 14th day of July 2026 and was adopted on the 11th day of August 2026 by the attached vote:



Amy Jones, Mayor

Attest:



Lynette Arreola, City Clerk

CERTIFIED VOTE

I, Lynette Arreola, City Clerk of the City of Loma Linda, State of California, do hereby certify that the foregoing Ordinance No. 798 was duly Introduced by the City Council at the meeting thereof held on the 14th day of July 2026 and adopted at a meeting thereof held on the 11th day of August 2026, by the following vote:

AYES: Dupper, Jones, Popescu

NOES: None

ABSENT: Rigsby, Spencer

ABSTAIN: None

IN WITNESS WHEREOF I have hereto set my hand or affixed the Seal of the City of Loma Linda this 12th day of August 2026.



Lynette Arreola, City Clerk
City of Loma Linda

Exhibit A
CHAPTER 17.18 (SIGNS)

§ 17.18.070. Prohibited signs.

The following signs and sign types shall be prohibited in all zones in the city.

- D. Off-Site Commercial Signs. The city prohibits the construction, erection, or use of off-site signs displaying offsite commercial messages (i.e., billboards), other than those that legally exist in the city, or for which a valid permit has been issued and has not yet expired, as of the date on which this provision was first adopted. The city adopts this regulation to the extent allowed by the law and in compliance with California Government Code Section 65850, California Business and Professions Code Sections 5354(a) and 5408.3 (both effective January 1, 2003), or as subsequently amended. Permits shall not be issued for off-site signs displaying off-site commercial messages that violate this regulation, and the city will take immediate abatement action against signs constructed or maintained in violation of this regulation. This city intends for this off-site sign regulation to be severable and separately enforceable even if other provisions of this chapter may be declared, by a court of competent jurisdiction, to be unconstitutional, invalid, or unenforceable. This provision does not prohibit agreements to relocate existing, legal off-site signs, as encouraged by California Business and Professions Code Section 5412, or City Communication Signs established pursuant to Section 17.18. 200.

§ 17.18.190. Definitions.

Channel Lettering.

Three-dimensional sign face with lettering or logos where the sign is on a different projecting plane than the sign backing or structure

City Communication Sign.

An Off-site Sign located on property owned or controlled by the City or a City-affiliated public entity, intended to support City-related communications and other authorized messaging. The City shall retain control over all non-sponsored or unsold message space, including full override of sold and unsold message space in case of emergency, as determined in the sole discretion of the City Manager. These signs may be used for purposes including, but not limited to: public safety alerts, traffic information, community events, municipal messaging, and City-authorized sponsorships or advertising.

Commercial Message.

A message displayed on a sign that concerns primarily the economic interests of the message sponsor or the viewing audience, or both, or that proposes a commercial transaction (e.g., the exchange or sale of goods or services).

§ 17.18.200. City Communication Signs.

A. Findings and Purpose. Consistent with the findings and purpose set forth in Section 17.18.010, the City Council further finds that signage within the City must be regulated to protect public safety, prevent visual clutter, and preserve the City's aesthetic and environmental values. This Chapter establishes standards to ensure that signs placed on City-owned or controlled property serve public purposes [including but not limited to public communication and revenue generation] while maintaining design quality, consistency, and orderly placement. These standards enhance the City's aesthetic character through appropriate control over sign design, location, and proliferation, and support the implementation of City-managed sign programs that allow for City communication in all areas of the City. Such programs enable the regulation of the number, type, and placement of signs to further the purposes of this Chapter and ensure responsible management of signage opportunities.

B. Design. A City-Communication Sign shall conform to the aesthetic standards, architectural context, and adopted design guidelines of the City. All aspects of the sign's design, including materials, scale, lighting, and visual integration with surrounding development, shall be subject to City review and approval.

C. Property Lease Agreement. Installation and operation of a City Communication Sign shall be subject to a written lease agreement between the City and the applicant. The agreement shall, at a minimum, set forth the terms of development and operation of the sign and shall provide the City with a percentage of gross or net revenue derived from sponsorship or advertising as consideration for the lease. The agreement may include such additional terms and conditions as deemed appropriate by the City Council or its designee, including maintenance, insurance, indemnification, duration, and termination rights.

D. Processing. City Communication Signs shall be permitted only upon approval of a Conditional Use Permit pursuant to Section 17.30.070.