

Sign Program Application Form

CITY OF ONTARIO SOUTHERN CALIFORNIA

303 East B Street, Ontario, California 91764 Phone: 909.395.2036 / Fax: 909.395.2420

Planning: Approved

Edmelynne Hutter 10/10/2024 3:05:45 PM

Business: ADEPT DEVELOPMENT	
200 CORDOVA STRET SUITE 280 For Staff Use	
PASADENA, CA 91101	File No.: \$\frac{1}{2} \S6PW-003
Phone: 626.405.0400	Related Files: PDEV22-014
	PDEV23-038
Email:	Submitted: 8 19 24
Business License No Exp. Date:	Rec'd By:
Applicant: ADEPT DEVELOPMENT	Fees Paid: \$ 1612.69
Address: 388 CORDOVA STRET, SUITE 280	□ Cash ★ Check (# E-CHGN-)
PASADENA, CA 91101	Credit Card
Phone: 626.405.0400 Email:	
Applicant's Representative: Robert Montano	
Address: 388 CORDOVA STRET, SUITE 280	Action:
PASADENA, CA 91101	■ Approved □ Denied
Phone: Email: 626.405.0400	By: Edmelynne Hutter
PROJECT INFORMATION	
Address: 4117 Concourse Drive, Ontario, CA	
Assessor Parcel No(s).: 0210-205-19	
Development Name: Ontario Lot A Town Center	
Zone: SP	
ls the project site located within the Downtown District (<u>Note</u> : The Downtown ine Avenue on the west, railroad tracks (immediately south of Emporia Street) o	District is bordered by "I" Street on the nort on the south, and Sultana Avenue on the east \(\sum \text{Yes} \text{N}
	Page 1 of

DEVIATIONS FROM PROPOSED SIGN STANDARDS

A Sign Program may allow certain minor deviations from prescribed sign standards, limited to: [1] a 20 percent increase in maximum sign area, [2] an increase in the maximum total number of signs allowed, and [3] the use of decorative exposed neon. The Planning Director may approve such deviations, provided the below-listed findings are clearly established.

- (1) The Plan's contribution to the overall design quality of the site and the surrounding area will be superior to the quality that would otherwise result under regulations normally applicable to the site;
- (2) The proposed signs are compatible with the style or character of existing improvements on the site and are well-related to each other; and
 - (3) Any deviations from the prescribed sign standards are fully consistent with the purposes of the Development Code.

Attach to this application form, a description of all requested deviations, and the reasons supporting each of the above-listed findings. Failure to clearly establish each finding will result in denial of the deviation request.

APPLICANT ACKNOWLEDGEMENT

I, the undersigned, certify and say that I am the applicant in the foregoing application, that I have read the foregoing application and know the content thereof, and state that the same is true and correct to the best of my knowledge and belief.

Furthermore, I hereby agree to defend, indemnify, and hold harmless the City of Ontario or its agents, officers, and employees, from any claim, action or proceeding against the City of Ontario or its agents, officers or employees, to attack, set aside, void, or annul any approval by the City of Ontario, whether by its City Council, Planning Commission, or other authorized board or officer, as it pertains to this application. The City of Ontario shall promptly notify the applicant of any such claim, action or proceeding, and the City of Ontario shall cooperate fully in the defense.

action or proceeding, and the Date: 8/4/24	e City of Ontario shall cooperate fully in the defense.
bare	Name (print or type): Robert Montano
PROPERTY OWNER OR APPROV	/ING AGENT ACKNOWLEDGEMENT
I, the undersigned, certify and that I have read the foregoin City of Ontario.	d say that I am the owner , approving agent , for the property in the foregoing application, g application and know the content thereof, and agree to the filing of this application with the
Date: 8/4/24	Signature: Poly
	Name (print or type): Robert Montano
	Address: 388 Cordova Street, Suite 280
	Pasadena, CA 91101
	Phone: 626.405.0400

RECEIPT

CITY OF ONTARIO REVENUE DEPARTMENT 303 E. B STREET (909) 395-2050 ONTARIO, CA 91764

Application: PSGP24-003

Application Type: Planning/PLANNING/PLANNING/SIGN PROGRAM Address: 4131 E CONCOURS ST, ONTARIO, CA 91764

Receipt No.

357495

Payment Method Ref Number

Amount Paid

Payment Date

Cash Drawer ID

Received

Comments

Checks

online-20240819-

37.1

\$1,612.69

08/19/2024

Work Description: A sign program establishing the regulations for signage within the 'ONTARIO TOWN CENTER' generally bound by Ontario Center Parkway to the North and West and Concours

Street to the South and East with the Ontario Center Specific Plan.

PSGP24-003 - Approved on October 10, 2024



Sign Program Amendment for Piemonte at Ontario Center Comprehensive Sign Program (File No. PSGP06-006) to include the Ontario Town Center Phase 1 - Lot A, B, C, & D Master Sign Program (File No. PSGP24-003) within the Piemonte Overlay of the Ontario Center Specific Plan.

Conditions of Approval:

- 1) Sign permits shall only be issued concurrent or subsequent to issuance of building permits for the associated mixed-use buildings.
- 2) Unless otherwise allowed in the Ontario Town Center Master Sign Program, all signs are subject to the development standards and regulations provided in Chapter 8 Sign Regulations of the Ontario Development Code.

Related File Nos.:

PDEV22-014 - Approved by Planning Commission Resolution PC22-031.
 PDEV23-038 - Approved by Planning Commission Resolution PC23-088.

SIGNAGE PROGRAM INTENT

The Ontario Town Center is poised to become a multi-regional destination for living, entertainment, sports, employment, and cultural experiences. One component adding dimension and vibrancy to the district is the deployment and operation of an interactive LED signage program that will tie the area together, broadcasting a coordinated media strategy to enhance visitorship and create a special sense of place. The strategy will broadcast a number of different types of displays, many on limited basis, by providing limit offerings continuously drawing spectators to participate in and witness the spectacle.

The media strategy is inclusive of three main themes that will rotate based on a variety of factors such as visitorship, schedule, and other variables. The themes will involve advertising; creative content such as cultural and artistic presentations; and broadcasts for special events. While it is not expected for these signs to be operated as an informational marquee or letter box, it is expected that the signage could and would be a means in which community announcements can occur. A determination of frequency will be done once a media operator is identified.

Maintenance is a critical component of a display and media strategy such as this. The physical configuration of these systems are therefore modular and allow for an easy and immediate repair unplugging and plugging panels to repair malfunctioning diodes. That these systems utilize lower voltages than conventional panels, these systems can be repaired in-situ without needing to shut down the entire system. Cleaning is an element that is required and is done on an annual basis to ensure visibility. Monitoring of this functionality is done two-fold – a remote camera that visually captures and records the functionality (and demonstrate run time for advertisers) as well as through a computerized feedback loop. The technology for the system is design-build.

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ONTARIO TOWN CENTER

PHASE I - LOT A, B, C, & D

MASTER SIGN PROGRAM

adept

PROGRAM STANDARDS

INTENT: The intent of the sign development standards, sign guidelines, and conceptual placement locations set forth herein is to maximize the identification of the District through the establishment of the Experiential LED Signage Program ("Program"). The Program is a distinct feature of the District that aims to maximize awareness of the area as a local and regional destination, and in and of itself, become a major feature attraction to the area.

PURPOSE: At top of priority of this project was the intention to create a highly unique and memorable environment for the residents living on-site, the area's residents, and visitors alike. Each digital board type brings a different element to the environment; some define buildings as new digital landmarks, some act as an anchor point between projects offering continual views towards the Arena and others bring an iconic advertising focus to the area with multi-directional viewing points and 3D elements that are nowhere else to be seen besides here.

The fully integrated Program would serve as a driving feature that would differentiate the District as a destination like no other, unifying the entire area with thematic, integrated initiatives that could become a platform for community messaging, artistic display, as well as advertising and marketing of stakeholders.

When designing the digital boards, the consideration of those living in the units of Lot A was at the forefront of the look, type and placement of the boards. Units numbered 1 and 2 are the closest windows to the digital boards. We made sure to allocate at least 30'-0" of open space between all unit windows from the back of the board (AB-2) to allow for landscaped areas on top of the residential deck creating comfortable and secluded open space. Units numbered 3 and 4 have a minimum distance of 100'-0" of open space between the back of the digital board (AB-3) and look down on a water feature and open spaces of the plaza below. No unit has a completely blocked view and all units have ample amount of open space between the boards to ensure a livable environment for future tenants of the project. No off-site signage is proposed.

ILLUMINATION STANDARDS

LIGHTING STANDARDS: It is important to recognize that while contributing to the vibrancy of the District, much of the area will become a multifamily mixed use district with residents residing within and around the Toyota Arena. While this is an attractive feature to some, it is important that the lighting programing be compatible to support all uses – commercial, entertainment, as well as the residents like.

LED lighting is the leading technology in the field of illuminated signage for a multitude of reasons. LED diodes are highly programmable, for luminosity as well as color, and, depending on the LED pitch (diode size and density) LED signage can be highly visible at any time of the day with minimal, programmable luminosity. In other words, unlike incandescent lighting, LEDs can provide a visually stunning array without increasing luminosity and light pollution as a result. Unlike incandescent light, LED diodes can also be adjusted for light throw / direction, and is more responsive to the use of baffles to limit light leakage. Most importantly, LED lighting uses very little electricity and is much more efficient in its broadcast when compared to other lighting solutions.

It is expected that the design, installation, programming, and operation will be completed in a manner that is considerate of the various uses in terms of lumen intensity and hours of operation.

DIGITAL DISPLAYS AND BOARD DIMENSIONS: The design elements of installations serve both the form and function of the Program. LED signage, highly configurable and minimally intrusive in terms of depths required, would be installed in such a manner as to maximize views to content, while also serving as a visual anchor from varying vantage points. The placement and sizing is devised in a manner to engage visitors as they traverse the District, supporting access on-foot to and from the parking garages strategically placed at the peripheries.

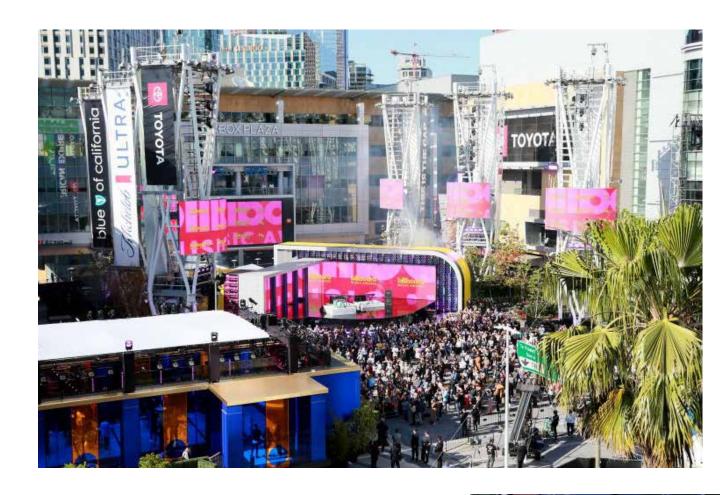
CONTENT STANDARDS: In and of itself, the Program will become an attraction to the District, much like the Arena, the businesses that locate within, and become an asset to support the activation of the Plaza areas and open space. Content will feature highly programmable, animated advertising, marketing, and community-oriented messaging, as well as visually stunning creative content. It is expected that the operation of the signage program will be executed by a media company at the direction of the Project sponsor and/or its community partners such as the City of Ontario and Toyota Arena. This purpose here is multi-fold – one to ensure there are no conflicts with existing licensees, but two to also enhance the experience and not be simply limited to advertising, but also be open to community announcements, cultural exhibitions, sporting and entertainment events, and other such broadcasts. In this regard, the signage program is a to be a spectacle in and of itself, much like the Arena programming and businesses that locate within the District itself.

DESIGN STANDARDS

THEMATIC DESIGN: The design elements of installations would serve both the form and function of the Program. LED signage, while flexible in configuration, would be installed in such a manner as to maximize views to content, while also serving as a visual anchor from varying vantage points. The placement and sizing is devised in a manner to engage visitors as they traverse the District, supporting access on-foot to and from the parking garages strategically placed at the peripheries.

DEVELOPMENT STANDARDS: The digital boards design embraces the structural elements needed to support them. Similarly to the Hollywood Sign, the exposed structure is an iconic visual element because it allows the content of the sign to be the main focus as the structure behind fades into the background of rolling hills. In staying pure to the base structure needed to support these boards, we anticipate they will disappear visually to maintain focus solely on the digital boards and their display of a variety of contents from advertisements, movies, sporting events and more.

ENVIRONMENT EXAMPLE IMAGERY:



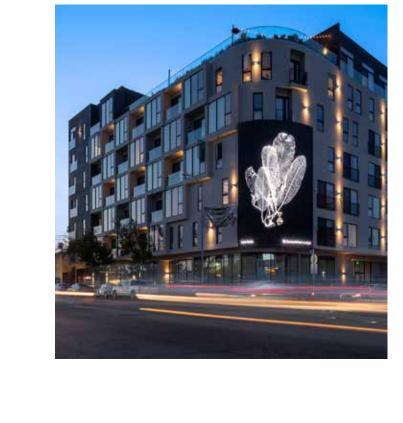






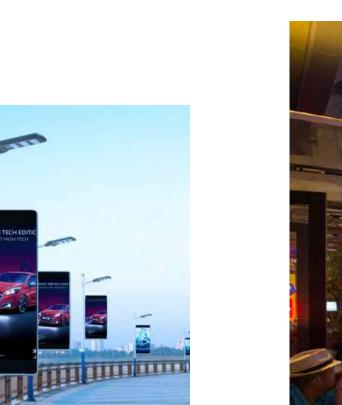






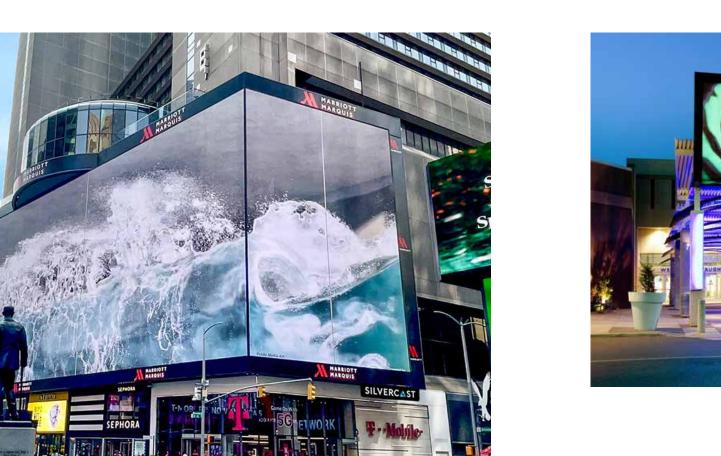








DISCLAIMER: IMAGES ARE FOR DESIGN REFERENCE AND INSPIRATIONAL PURPOSES ONLY.

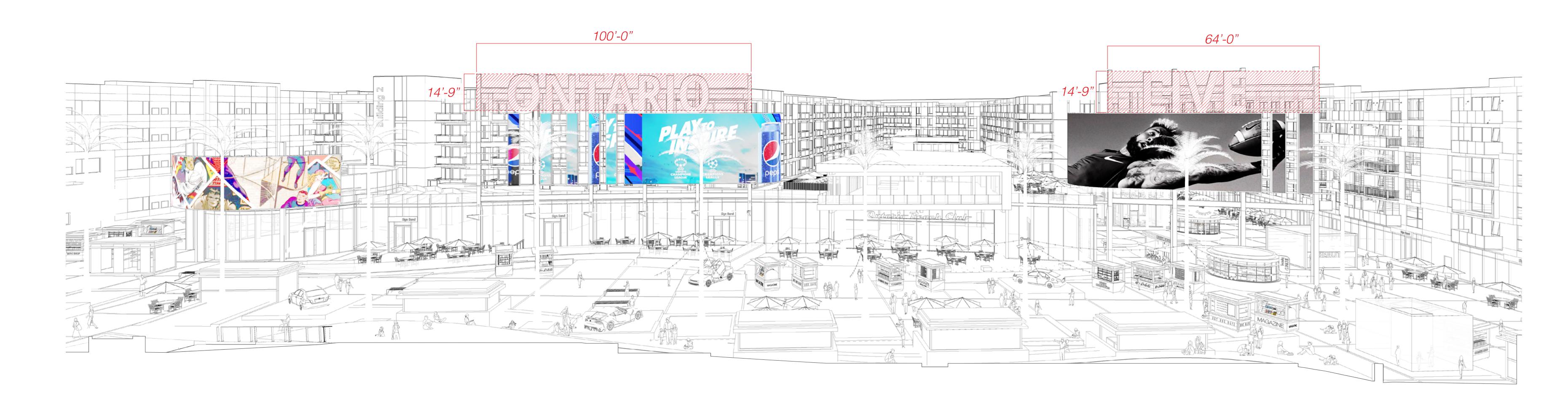


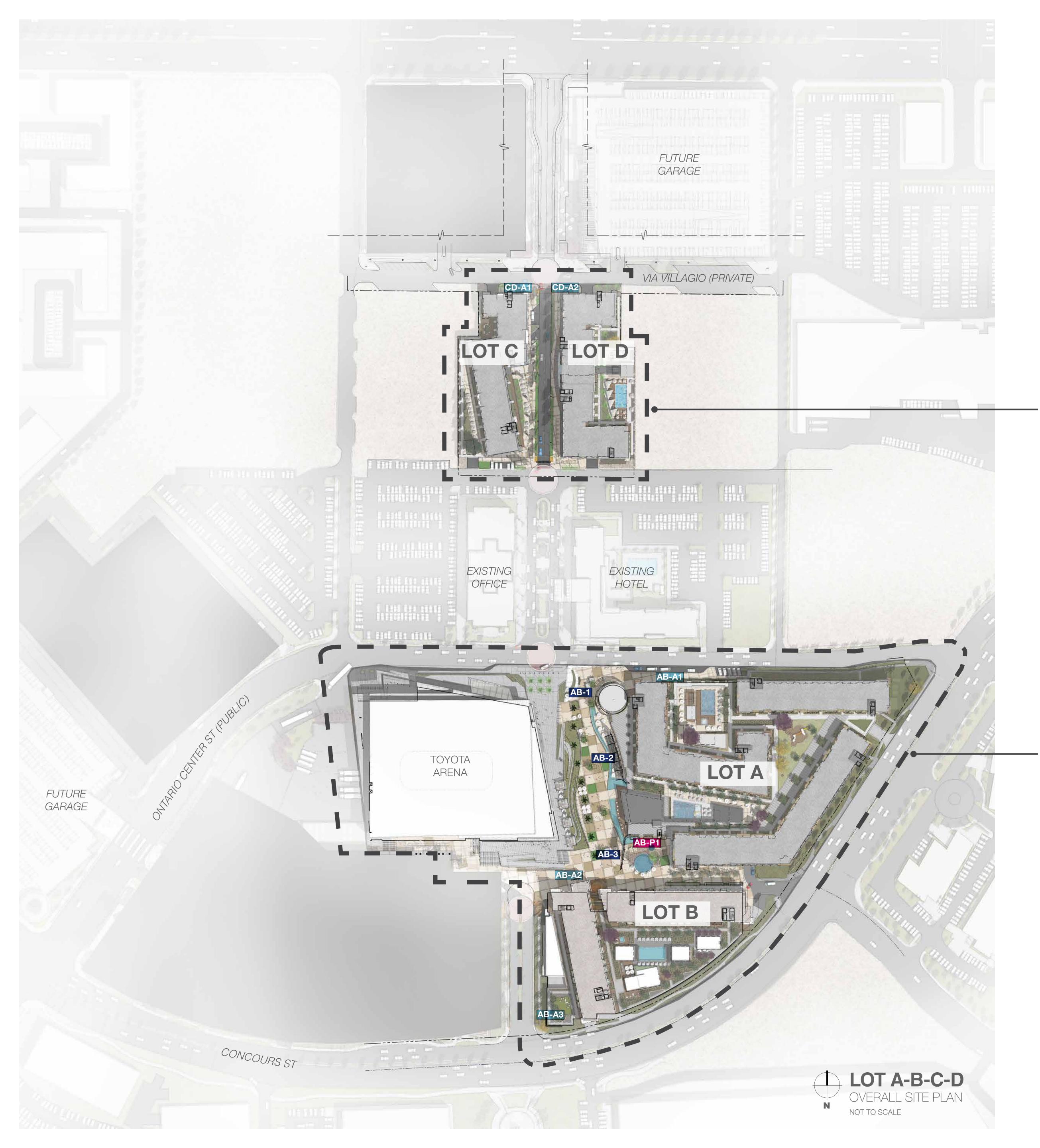
NAMING RIGHTS SIGNAGE OPPORTUNITY

PURPOSE: It is broadly recognized that the temporarily named-Ontario Town Center is expected to be re-branded, and that it will accommodate a licensing opportunity as is done with the Toyota Arena in terms of hosting a sponsor identity. The sponsor identity which will run parallel with the branded name, will also include the opportunity for the sponsor to install signage announcing that branded sponsorship. The primary placement of this sponsorship opportunity is illustrated in the figure below, depicted with the two shaded boxes. This opportunity, currently illustrated as "Ontario" "Live" establishes an area in which this sponsorship area can occur. One such example of how this sponsorship opportunity to materialize is to install "Toyota" within the area depicted on the left, and "Arena" within the area depicted on the right. Revenue from this program are projected to be reinvested into the plaza to account for programming and maintenance.

It is expected that this signage would be static in nature, unlike the LED panels, and that it may be conjured in a number of options - an LED panel, an up or down-lit static sign, back-lit channel signs, or even neon tube. Actual signage configuration will be determined upon the selection and identification of a sponsor, and approval for installation will require staff-level design review and building permit for safety and adherence to building code. It is expected that any illumination from this sign will be shielded and operate only as long as commercial activity occurs either in the district or arena. Fundamentally, this sign would become the primary feature naming the district and become the announcement/gateway feature for the area.

NAMING RIGHTS EXHIBIT:





ZONE TWO

DIGITAL BOARD TYPE & LOCATIONS

CD-AX ATTACHED TO BUILDING STRUCTURE

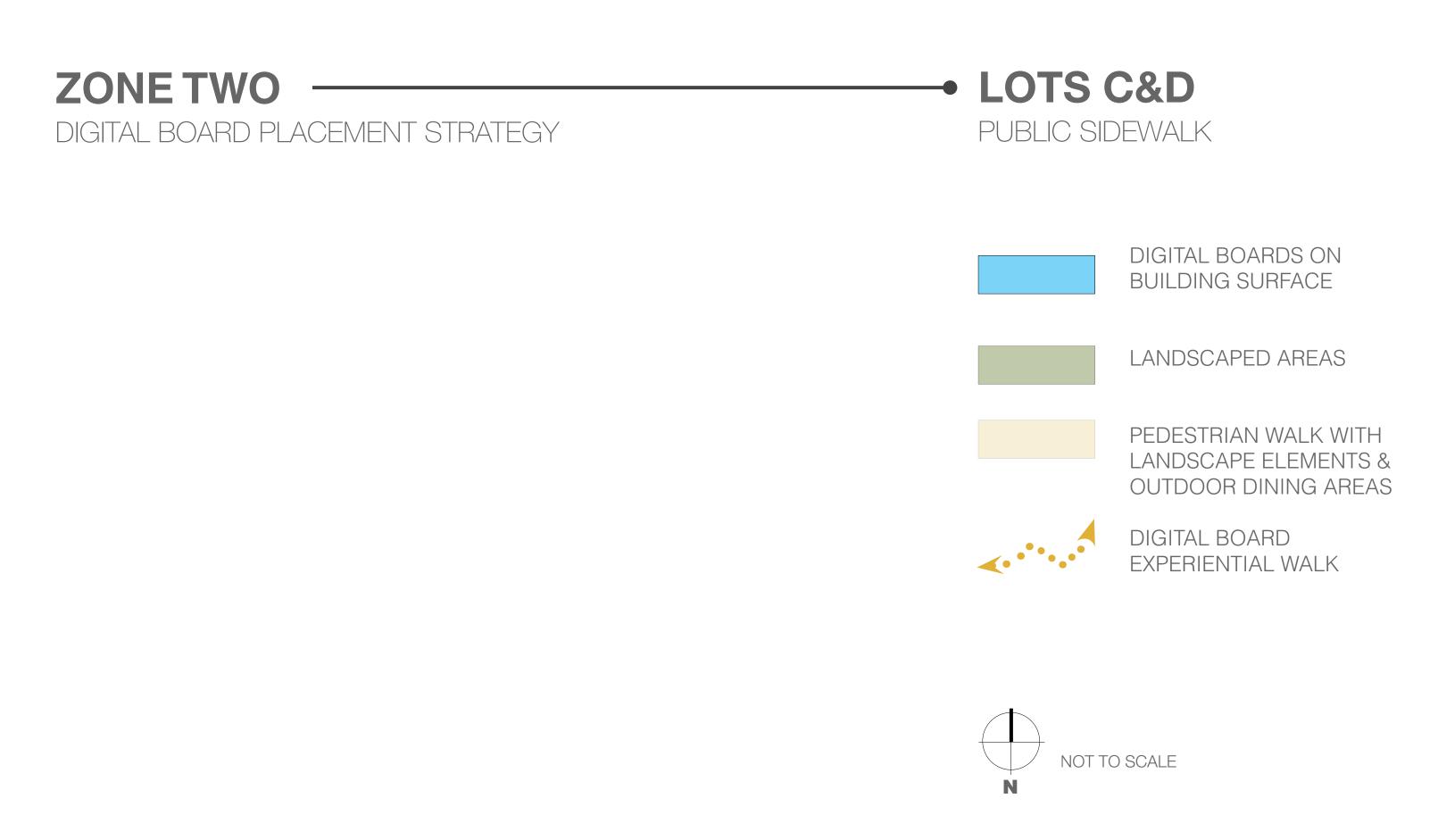
ZONE ONE

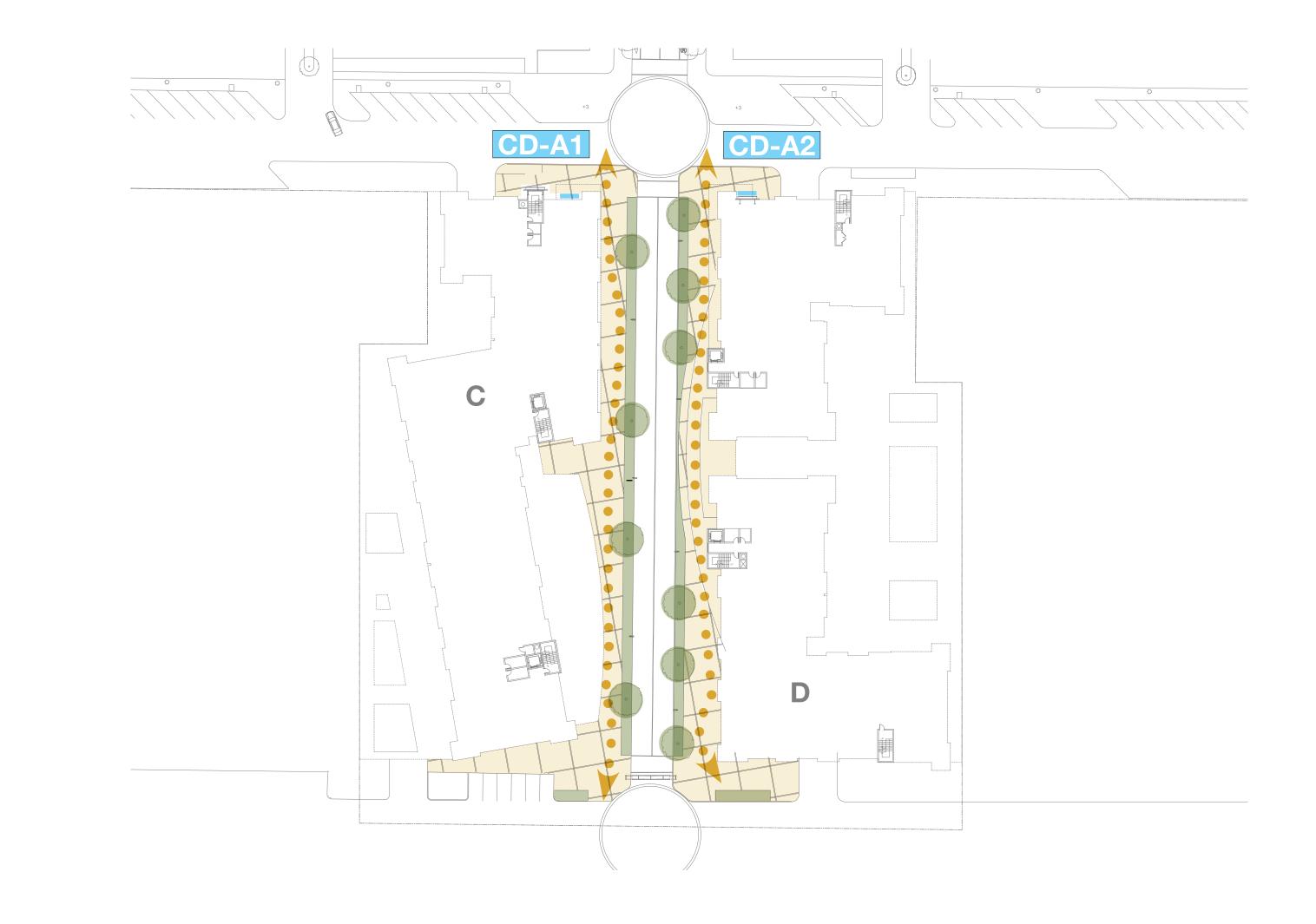
DIGITAL BOARD TYPE & LOCATIONS

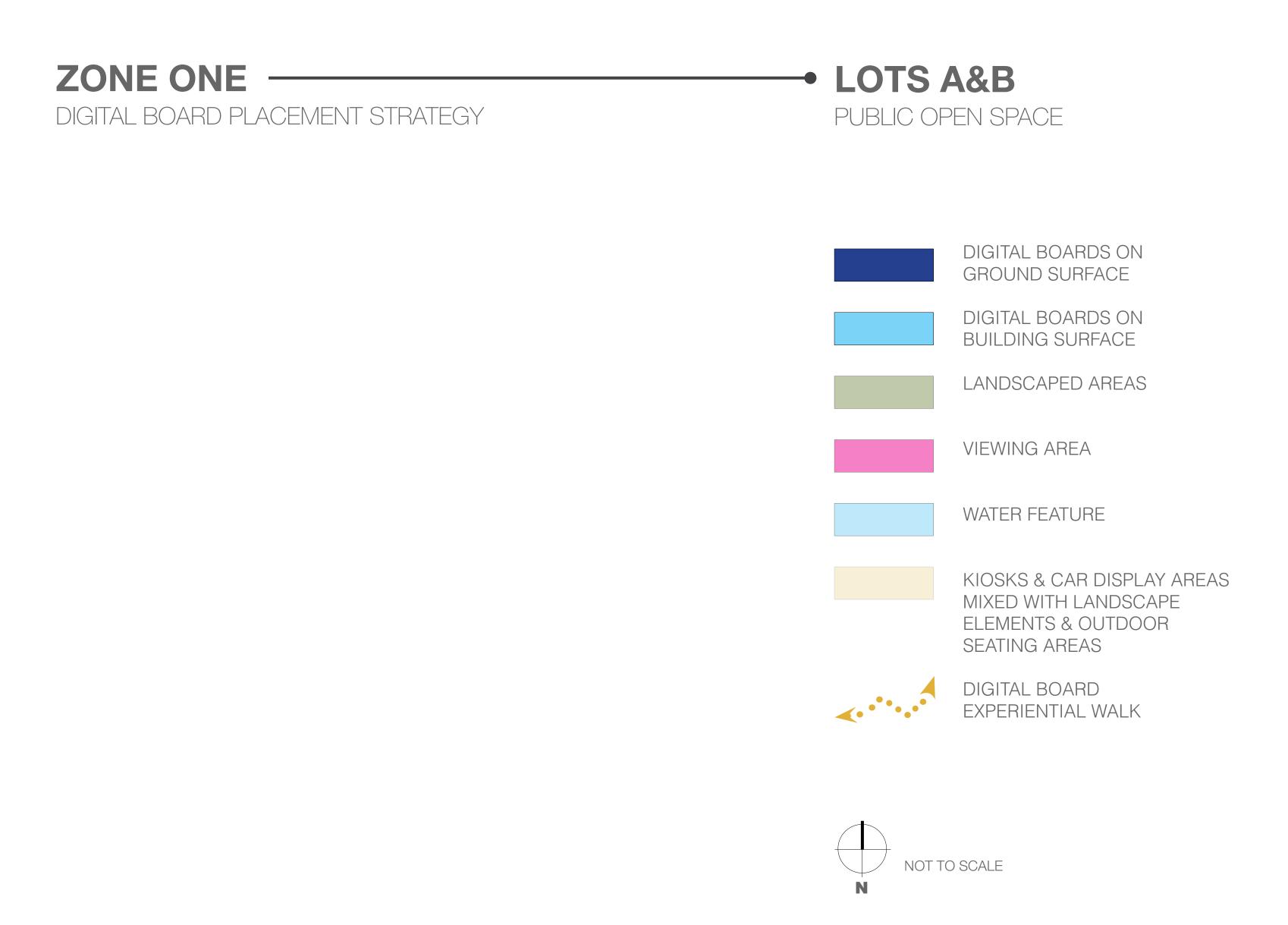
FREE STANDING STRUCTURE

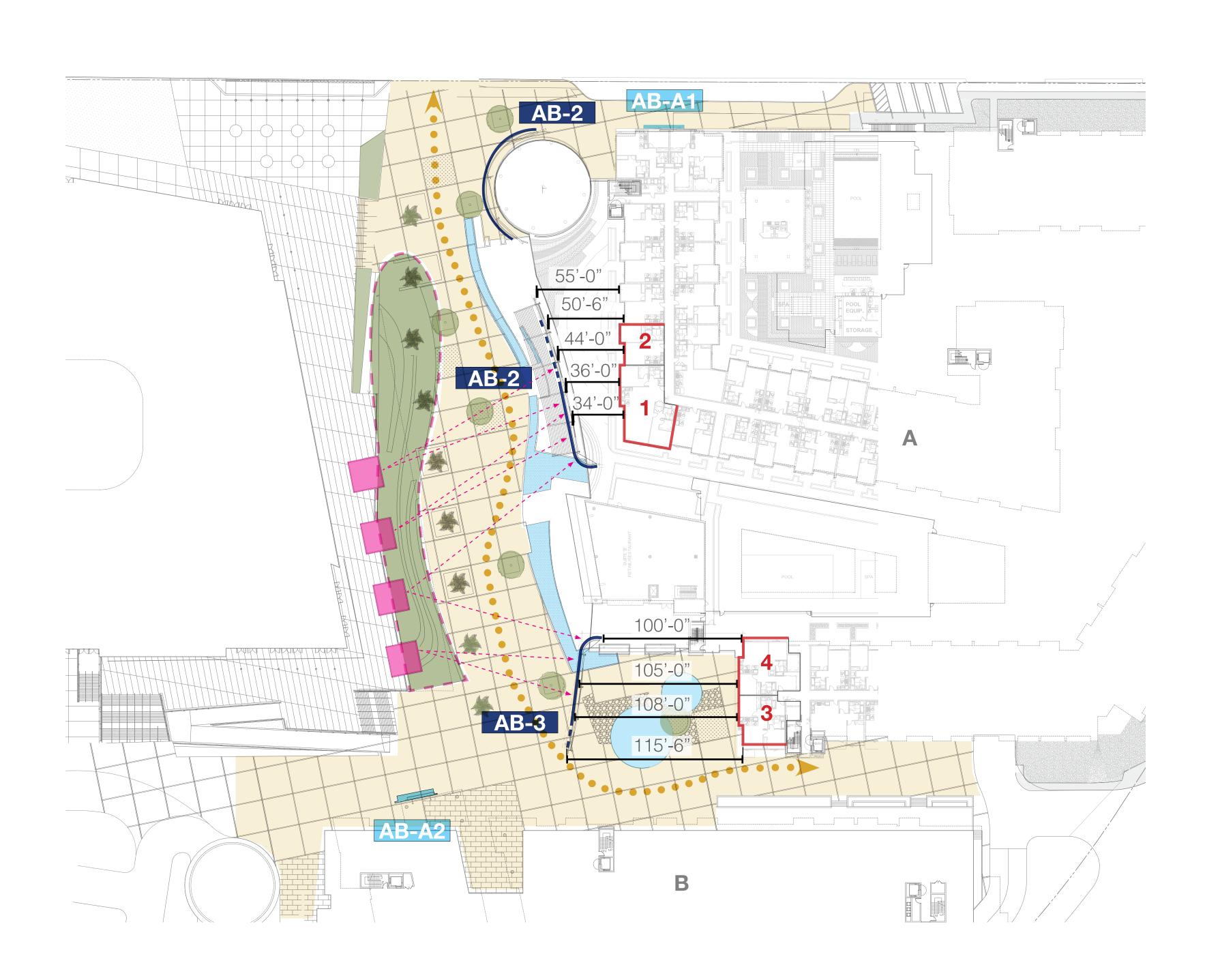
ATTACHED TO BUILDING STRUCTURE

AB-PX ATTACHED TO PLANTER FACE

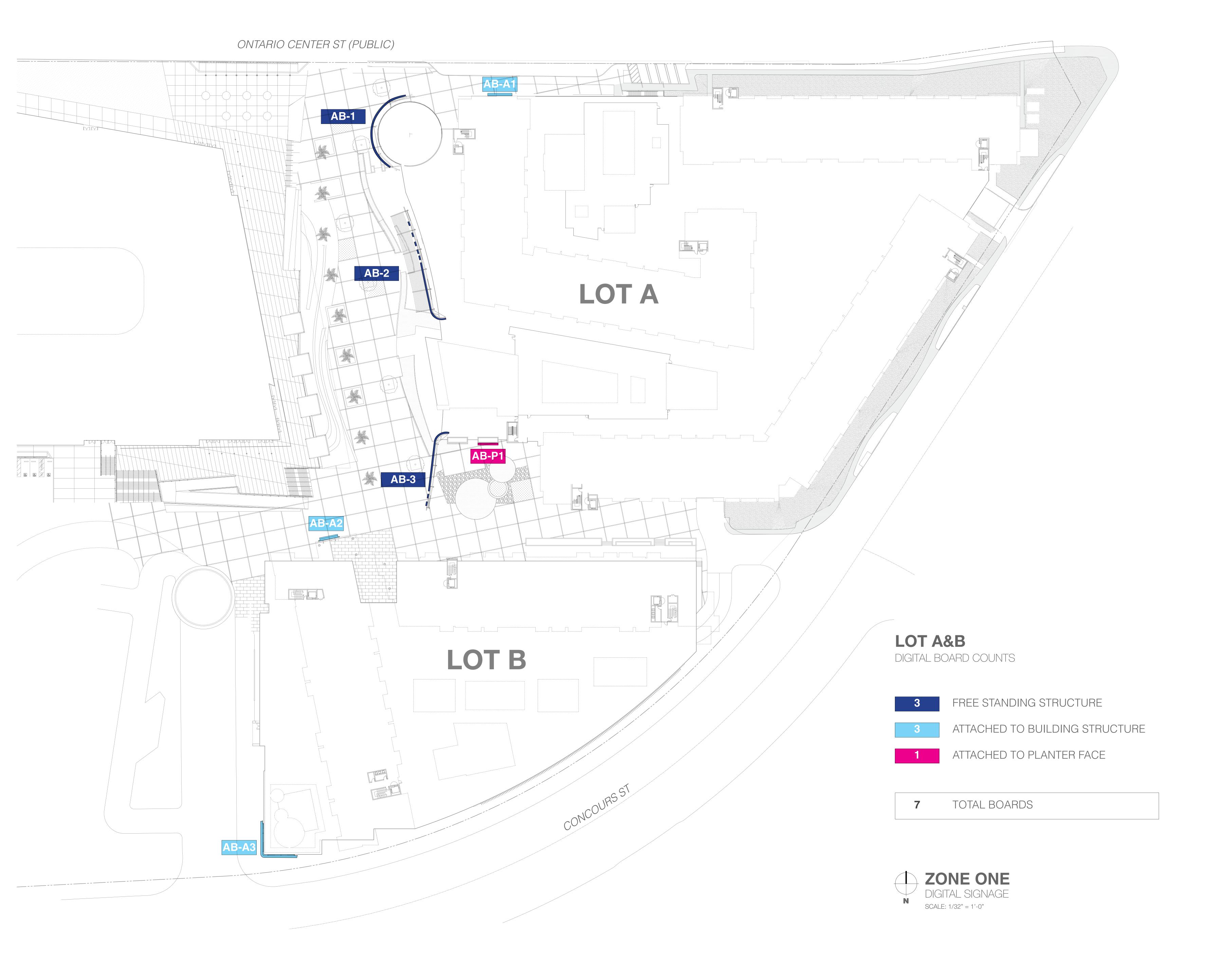








ZONE ONE



DEVELOPMENT STANDARDS

NOTE: ALL SIGN CONTENTS SHOWN IN THE IMAGES ARE PLACE HOLDER.
SIGN DIMENSIONS AND AREA ARE ONLY ESTIMATES, AND MAY VARY SLIGHTLY UPON FINAL SELECTION OF LED SCREEN MANUFACTURER AND THEIR TYPICAL STANDARD SIZES.



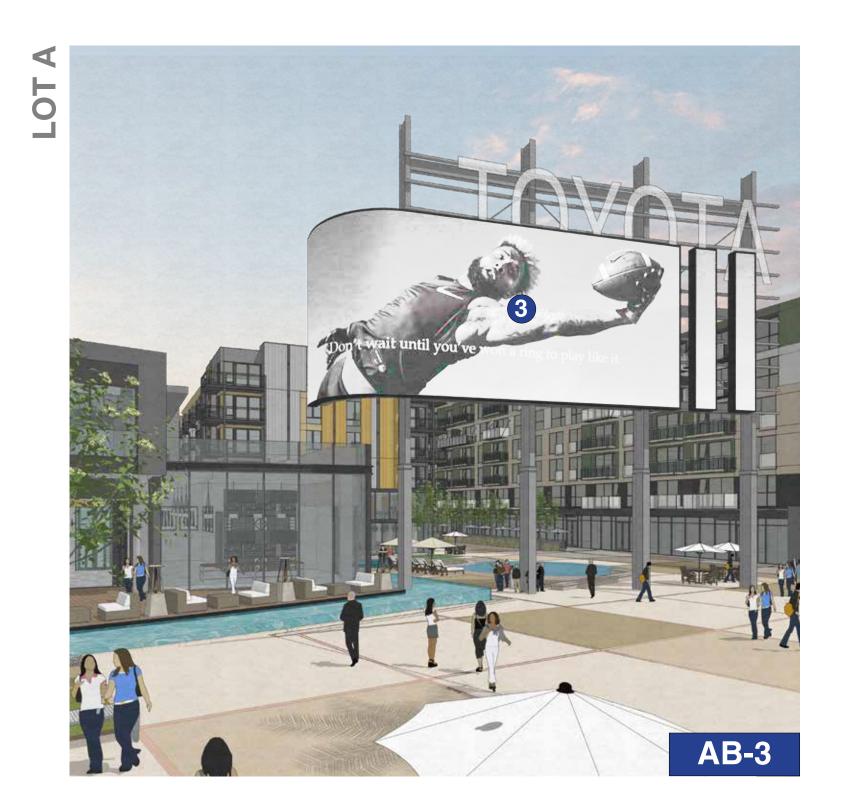
SIZE: 9' H X 27' W X 1'6" D HEIGHT OFF GROUND: 3'-0" AREA: 243 SF ATTACHMENT: WALL MOUNTED TO CONCRETE PARKING GARAGE WALL



SIZE: 18' H X 96' W X 1'6" D, WRAP AROUND 1/2 THE STRUCTURE HEIGHT OFF GROUND: 18'-0" AREA: 1750 SF ATTACHMENT: FREE STANDING STRUCTURE



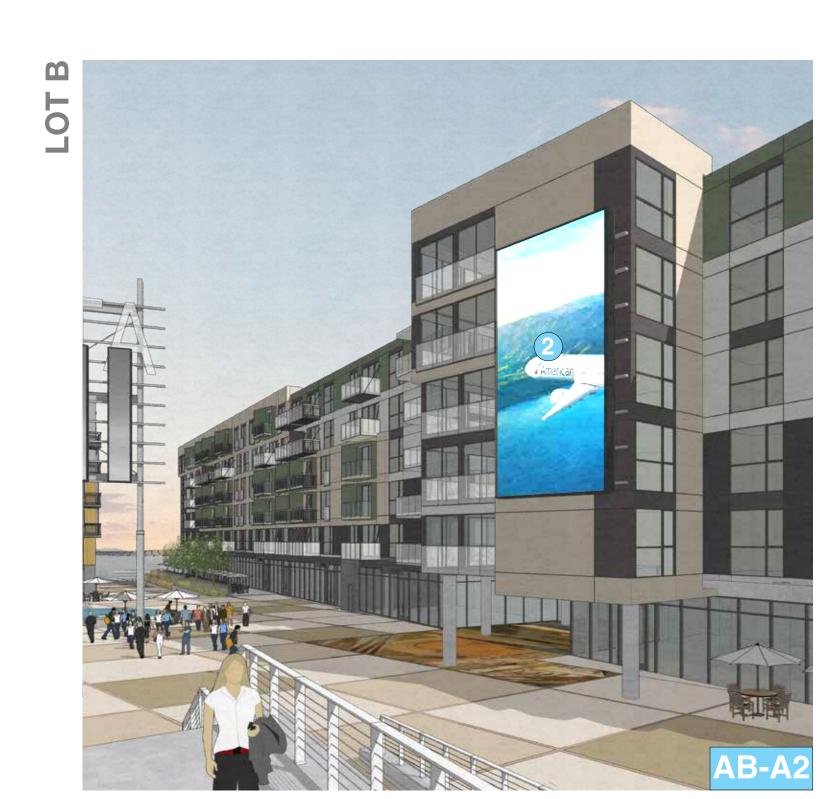
SIZE: LARGE BOARD **27' H X 56' W X 1'6" D**, SMALLER BOARDS, **27' H X 4' W X 1'6" D**; TYP. HEIGHT OFF GROUND: **25'-0"** AREA: **2,410 SF** ATTACHMENT: FREE STANDING STRUCTURE



SIZE: LARGE BOARD **27**' **H X 56**' **W X 1'6**" **D**, SMALLER BOARDS, **27**' **H X 4'W X 1'6" D**; TYP. HEIGHT OFF GROUND: **30'-0"** AREA: **2,035 SF** ATTACHMENT: FREE STANDING STRUCTURE



SIZE: 8' H X 16' W X 1'6" D HEIGHT OFF GROUND: 15'-0" AREA: 128 SF ATTACHMENT: WALL MOUNTED TO CONCRETE PLANTER WALL



SIZE: 32' H X 18' W X 1'6" D HEIGHT OFF GROUND: 24'-0" AREA: 576 SF ATTACHMENT: WALL MOUNTED TO RESIDENTIAL STRUCTURE



SIZE: **3 BOARDS** (**18' H X 32' W X 1'6" D**) **X2** BOARDS, ADDITIONAL ROUNDED BOARD IN-BETWEEN, 3'8" RADIUS **18' H 5'9" W X 1'6" D** HEIGHT OFF GROUND: **25'-0"** AREA: **1,255 SF** ATTACHMENT: MOUNTED TO CONCRETE STRUCTURE

ZONE ONE VIEWS LEGEND



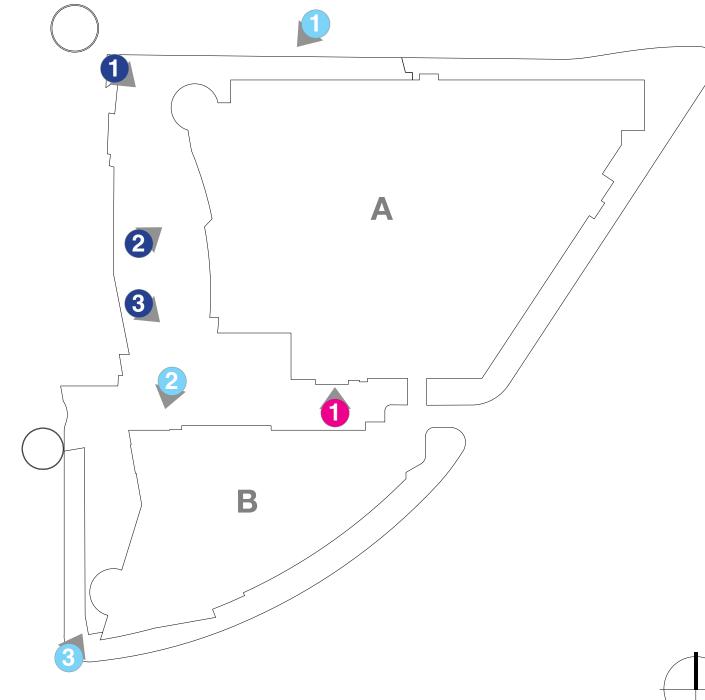
FREE STANDING STRUCTURE

3

ATTACHED TO BUILDING STRUCTURE

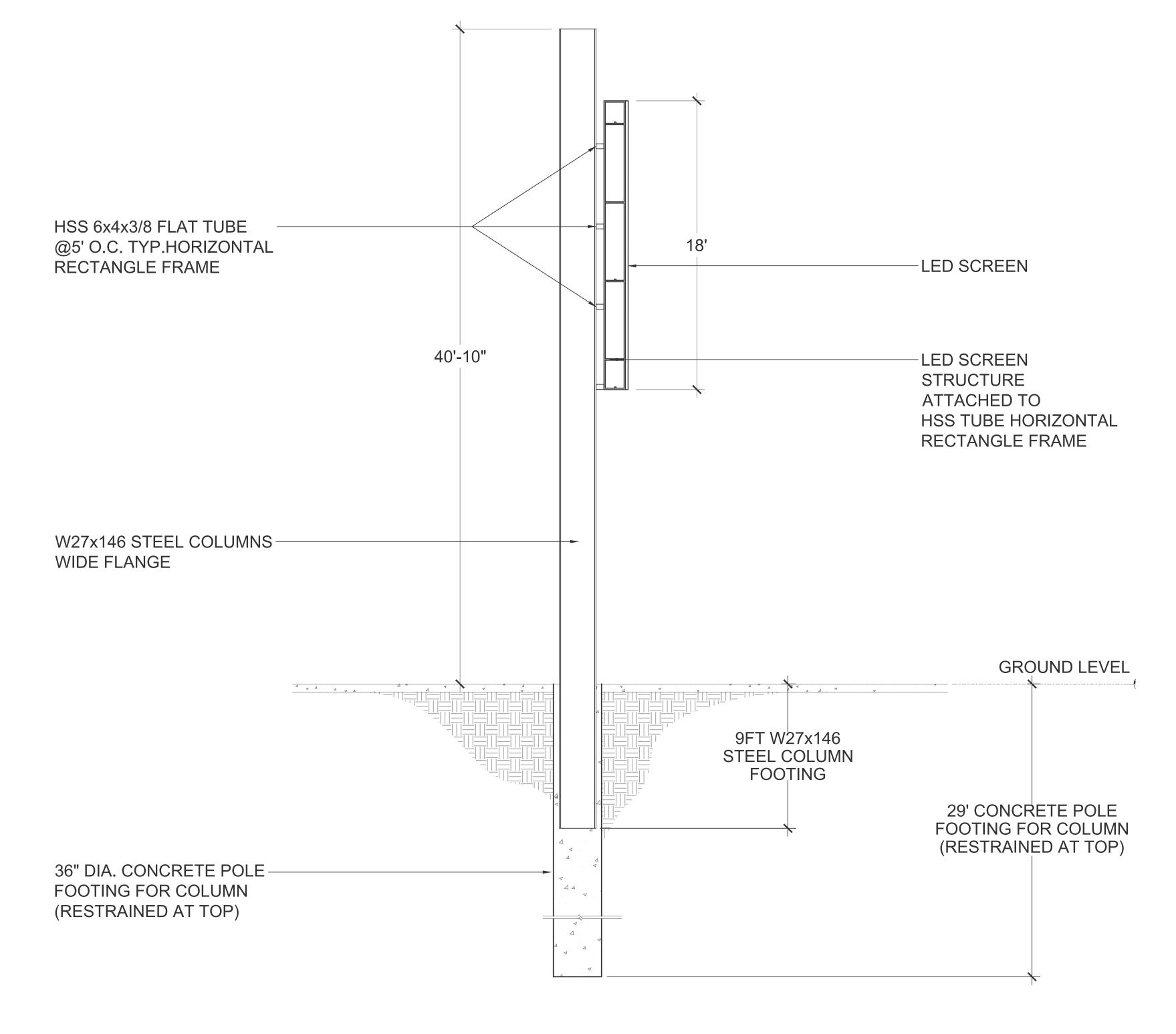
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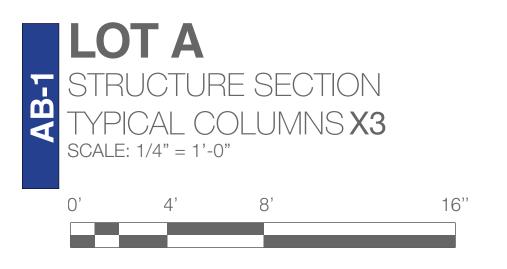
MOUNTED TO PLANTER FACE





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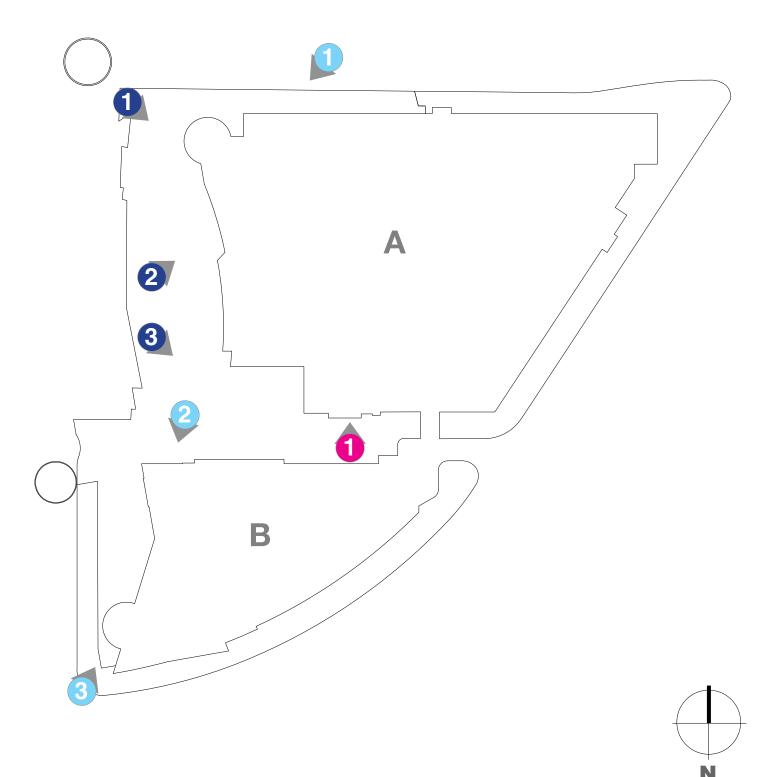


HEIGHT OFF GROUND: 18'-0" AREA: 1750 SF ATTACHMENT: FREE STANDING STRUCTURE



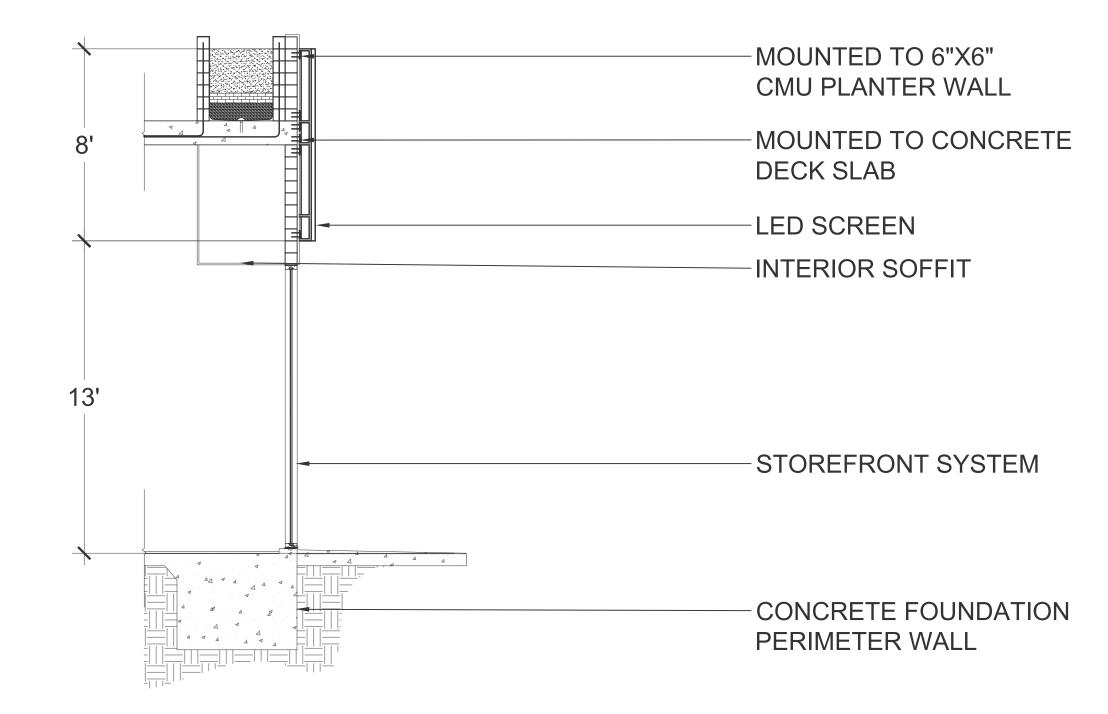


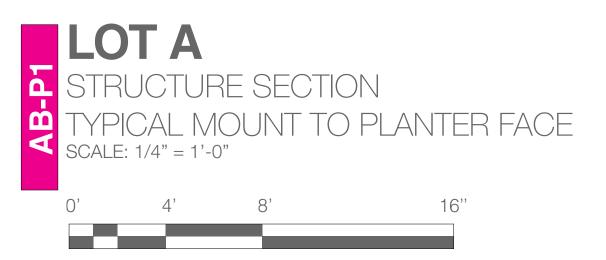
3 ATTACHED TO BUILDING STRUCTURE





LOT A STRUCTURE SECTION TYPICAL MOUNT TO CONCRETE WALL SCALE: 1/4" = 1'-0" 0' 4' 8' 16"



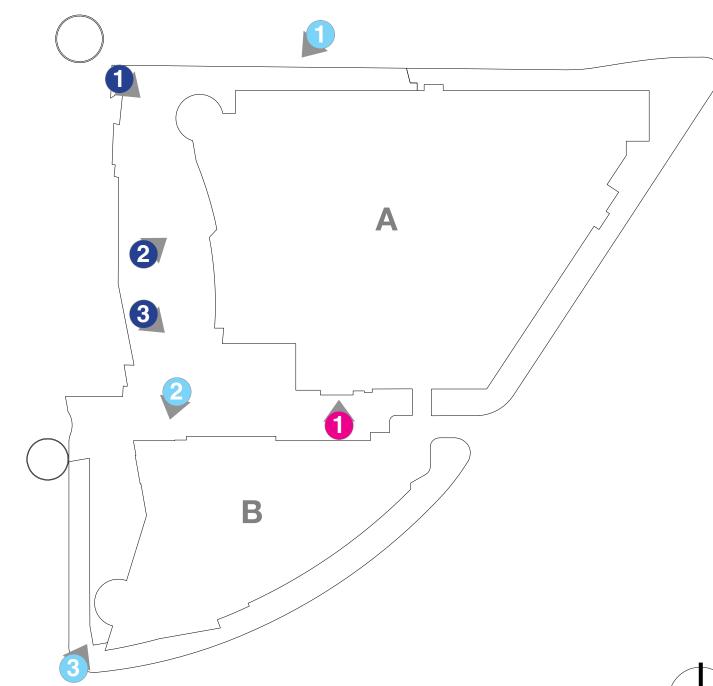




SIZE: 9' H X 27' W X 1'6" D HEIGHT OFF GROUND: 3'-0" AREA: 243 SF ATTACHMENT: WALL MOUNTED TO CONCRETE PARKING GARAGE WALL



SIZE: 8' H X 16' W X 1'6" D HEIGHT OFF GROUND: 15'-0" AREA: 128 SF ATTACHMENT: WALL MOUNTED TO CONCRETE PLANTER WALL



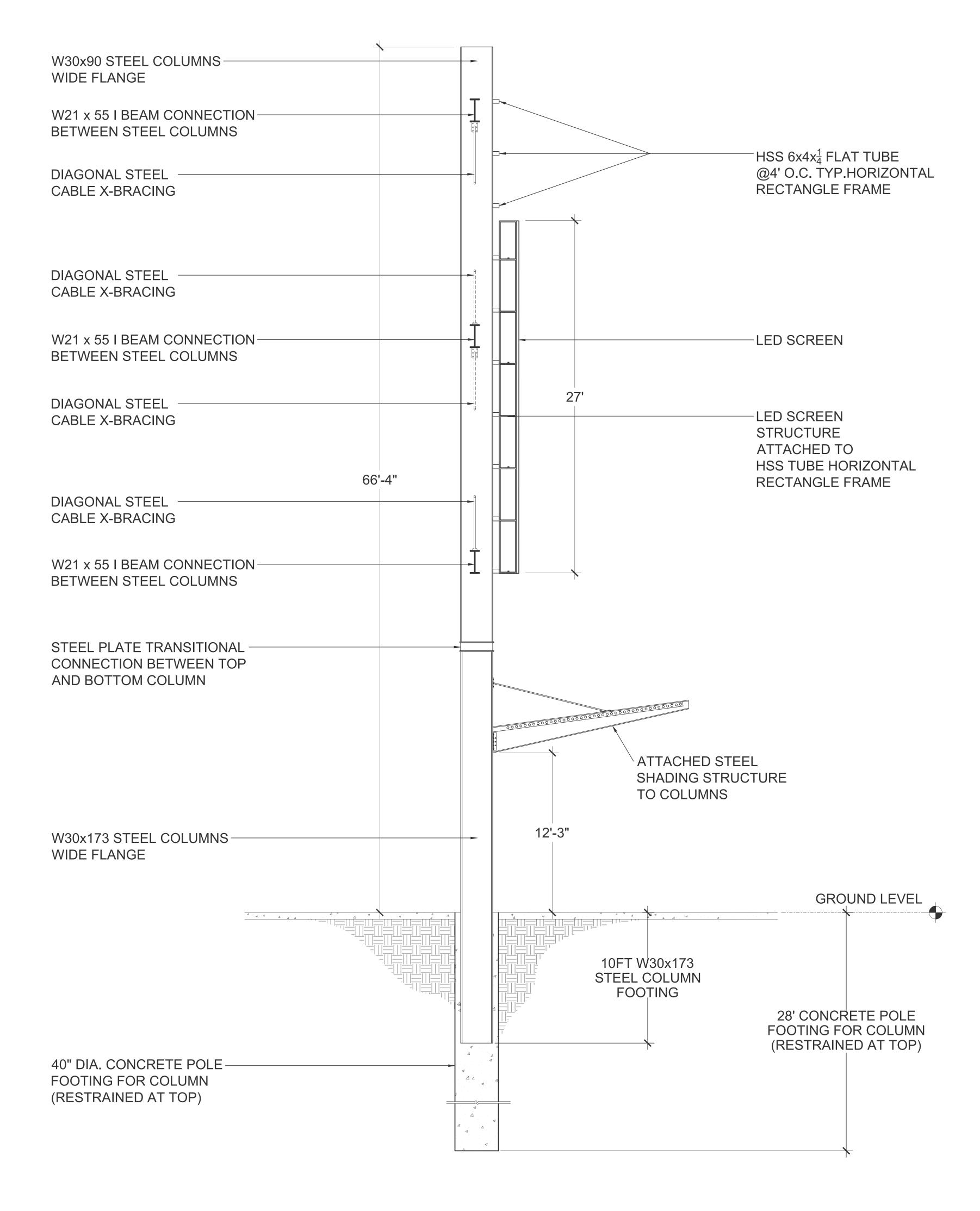
ZONE ONE VIEWS LEGEND

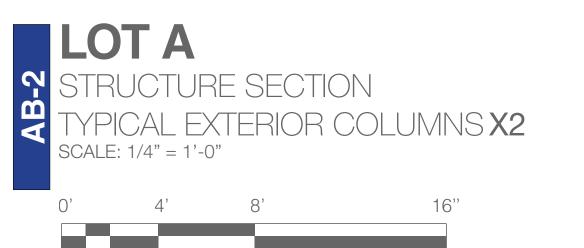
3 FRE

FREE STANDING STRUCTURE

3

ATTACHED TO
BUILDING STRUCTURE
MOUNTED TO







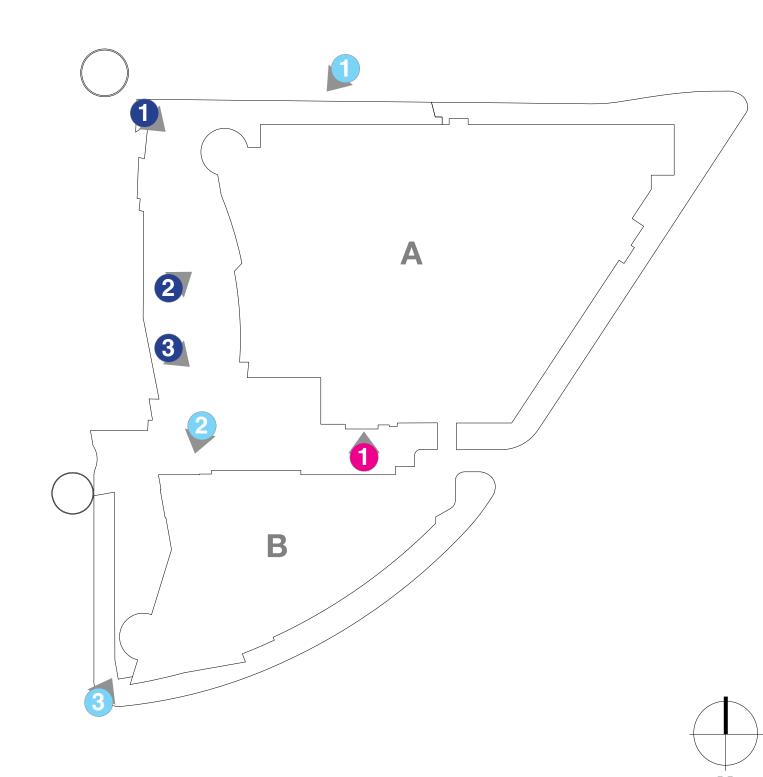
SIZE: LARGE BOARD 27' H X 56' W X 1'6" D, SMALLER BOARDS, 27' H X **4'W X 1'6" D**; TYP. HEIGHT OFF GROUND: **25'-0"** AREA: **2,410 SF** ATTACHMENT: FREE STANDING STRUCTURE

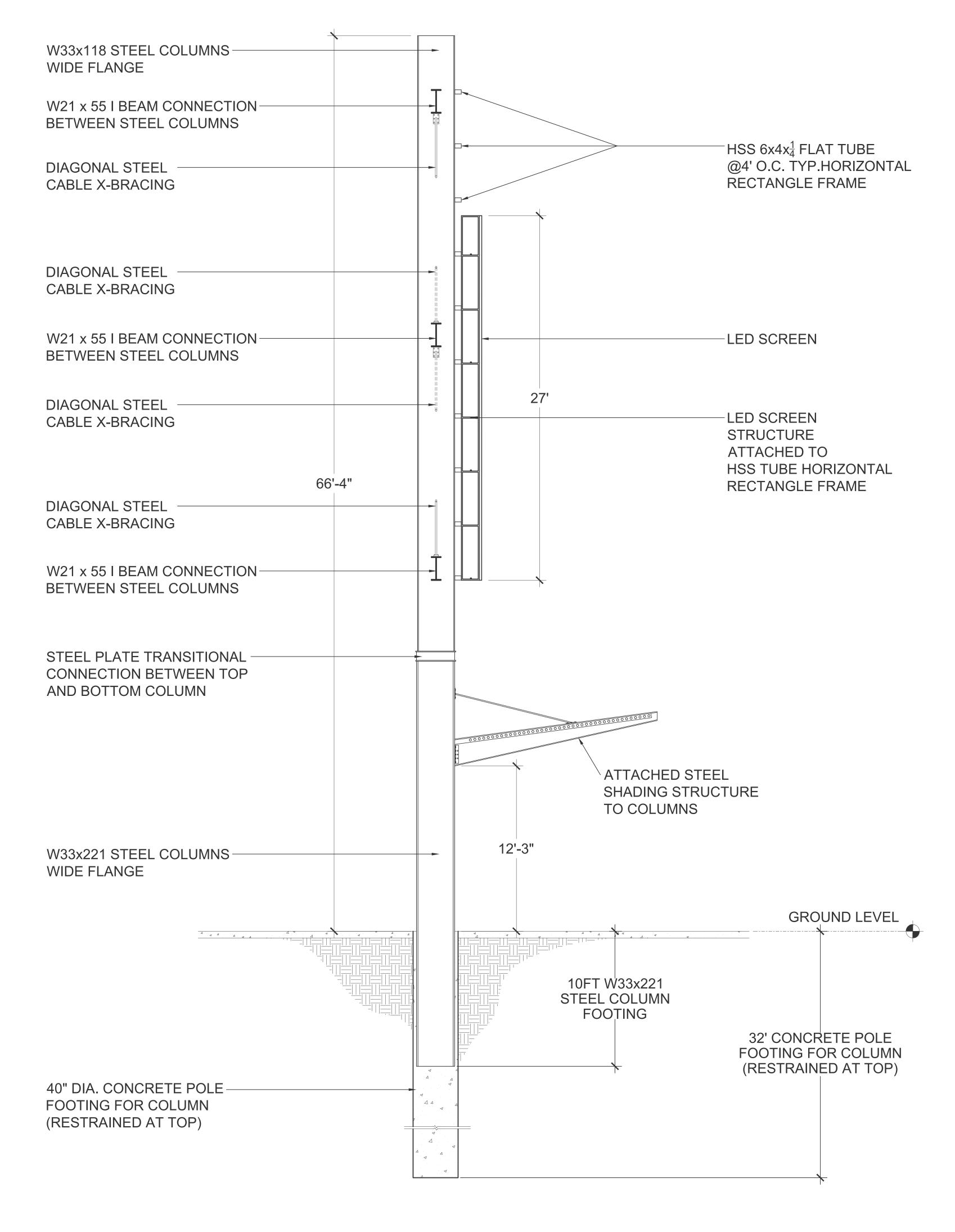


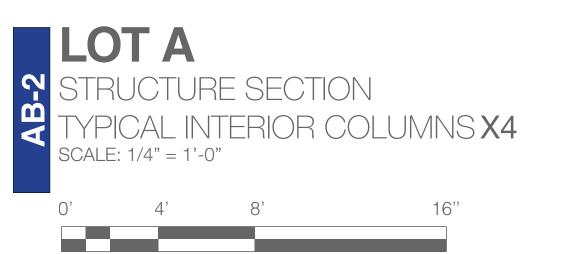


VIEWS LEGEND

ATTACHED TO BUILDING STRUCTURE



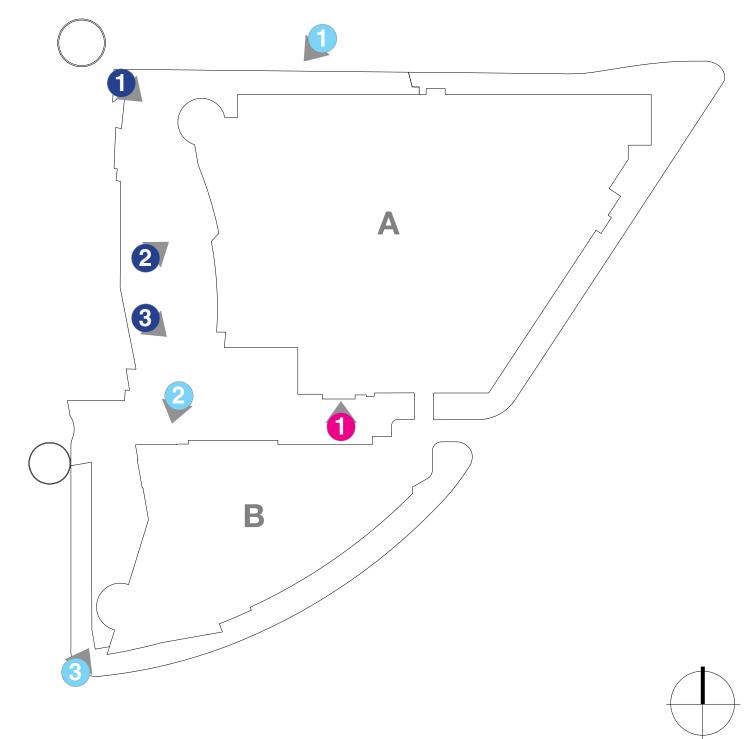


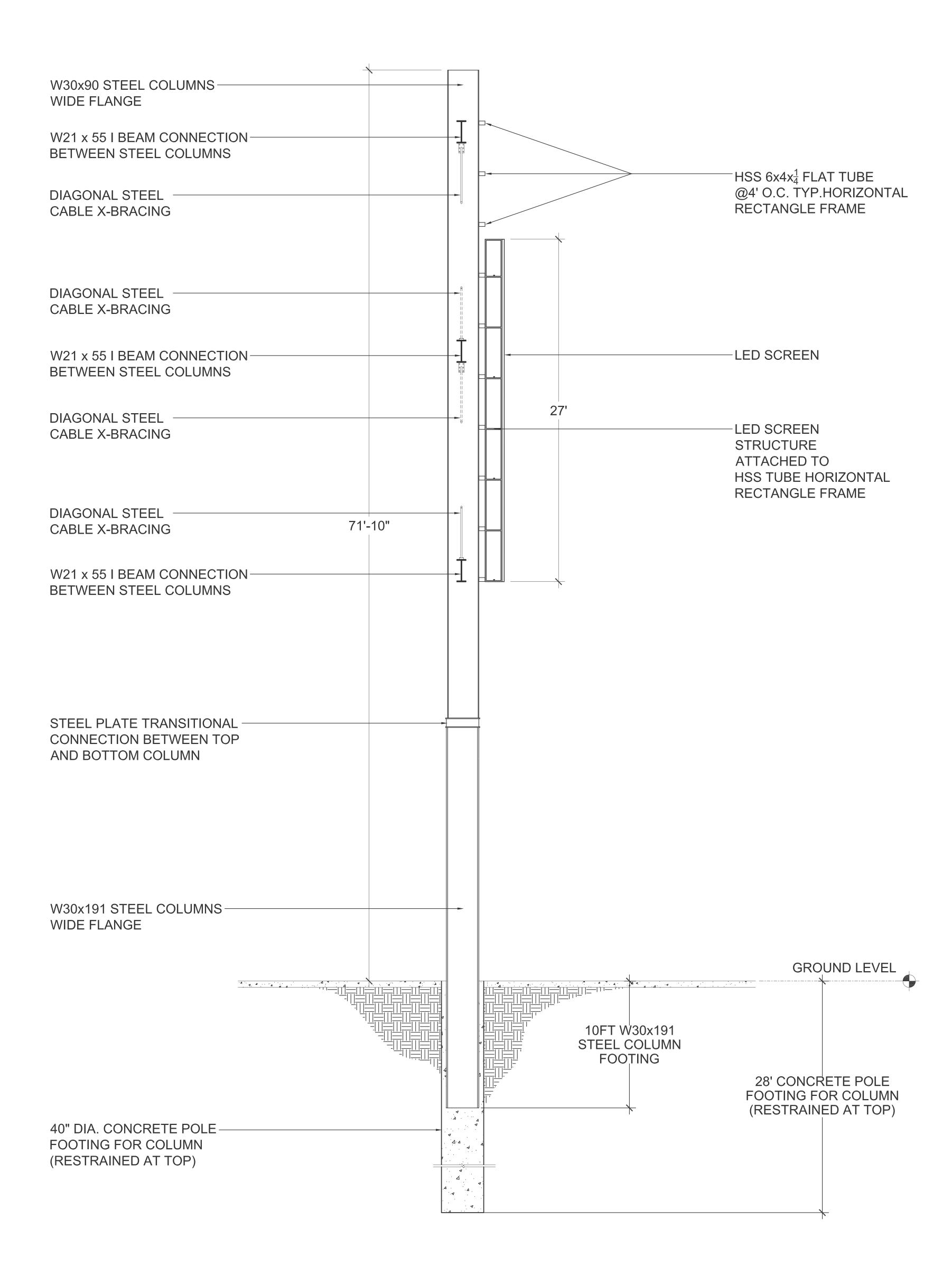


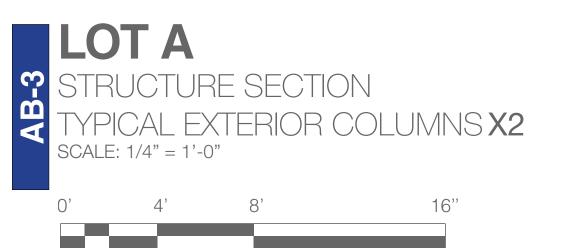


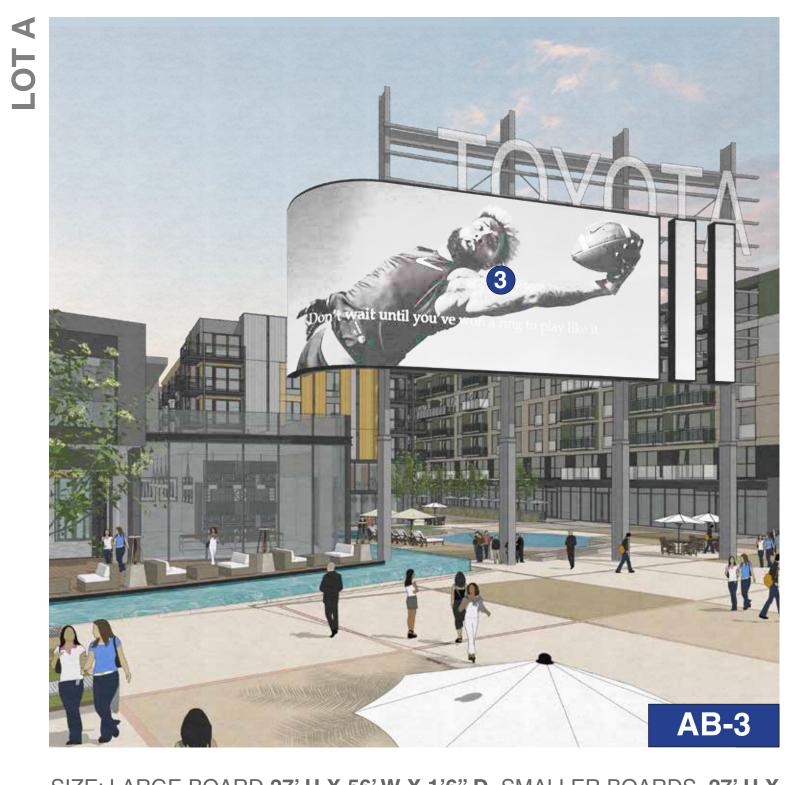
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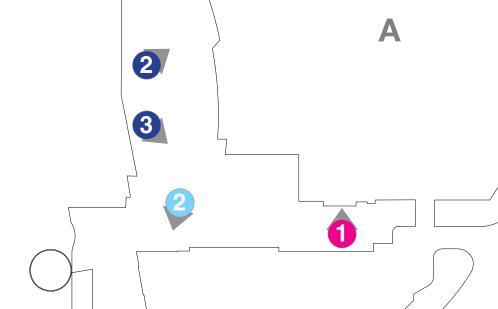








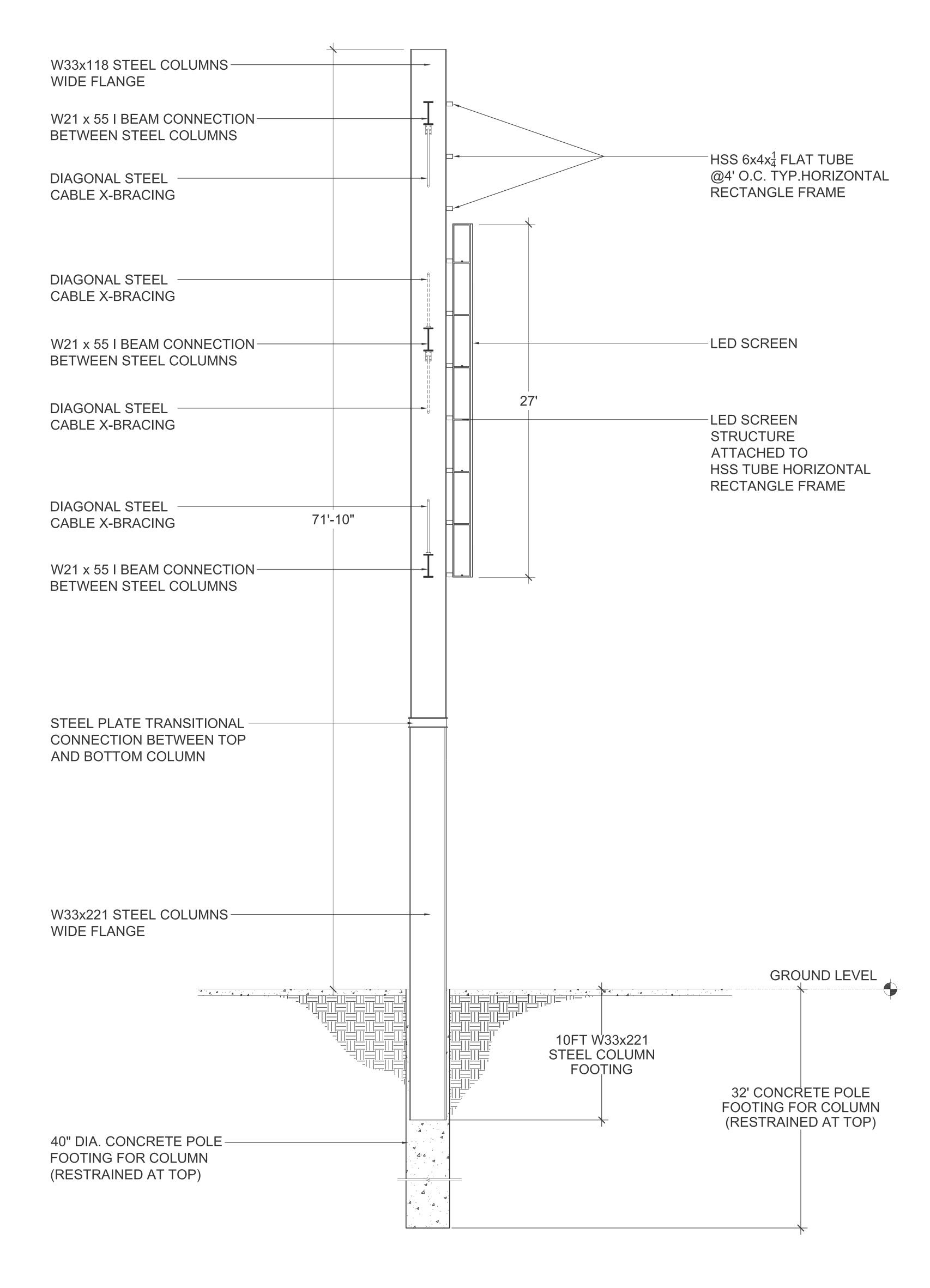
SIZE: LARGE BOARD **27' H X 56' W X 1'6" D**, SMALLER BOARDS, **27' H X 4' W X 1'6" D**; TYP. HEIGHT OFF GROUND: **30'-0"** AREA: **2,035 SF** ATTACHMENT: FREE STANDING STRUCTURE

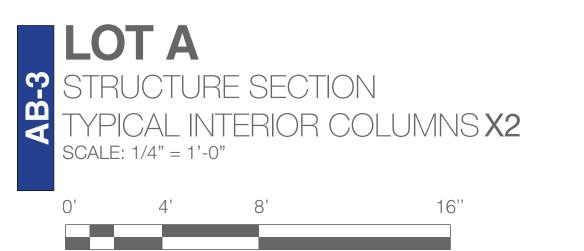


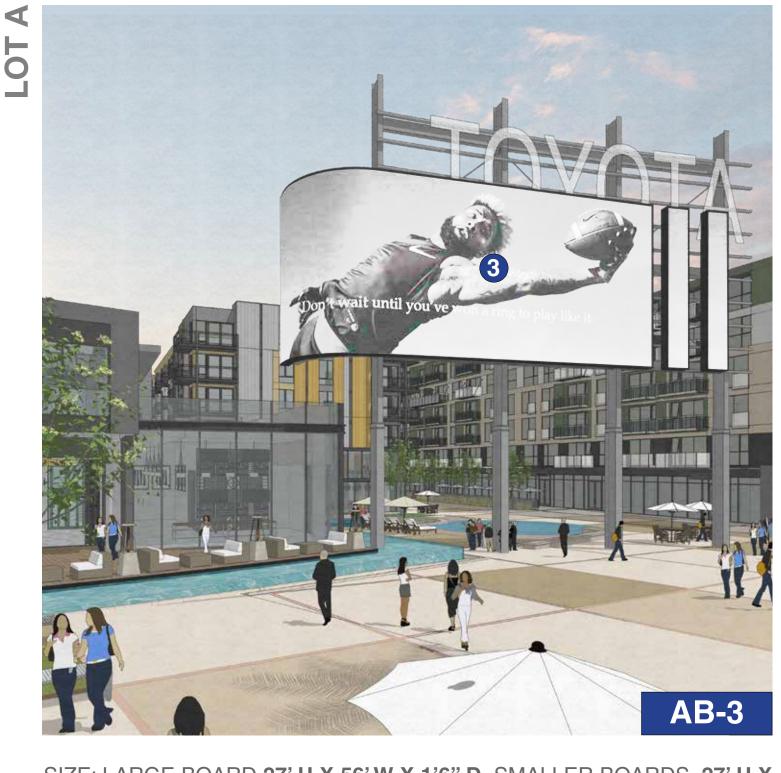
FREE STANDING STRUCTURE

3 ATTACHED TO BUILDING STRUCTURE







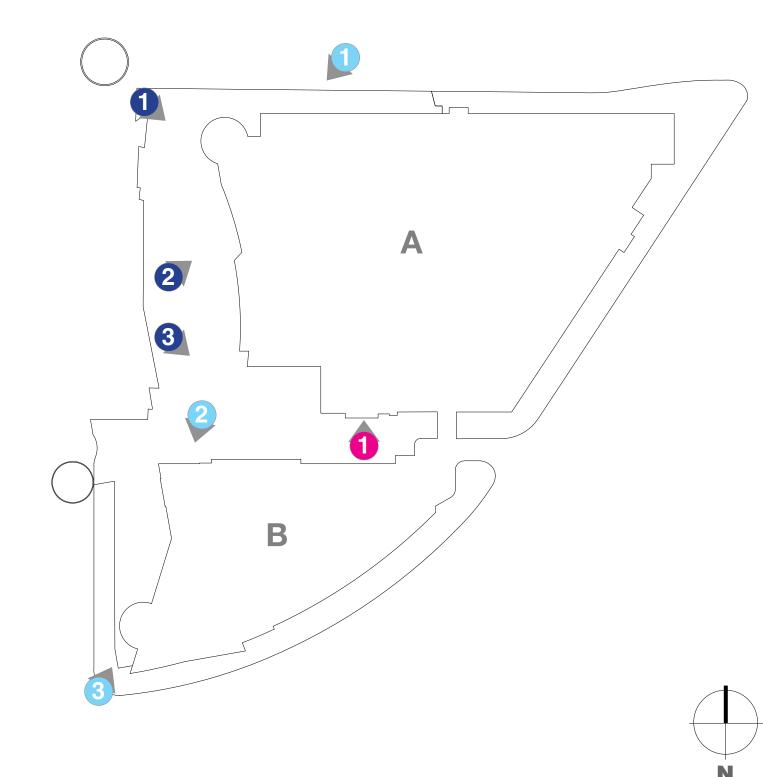


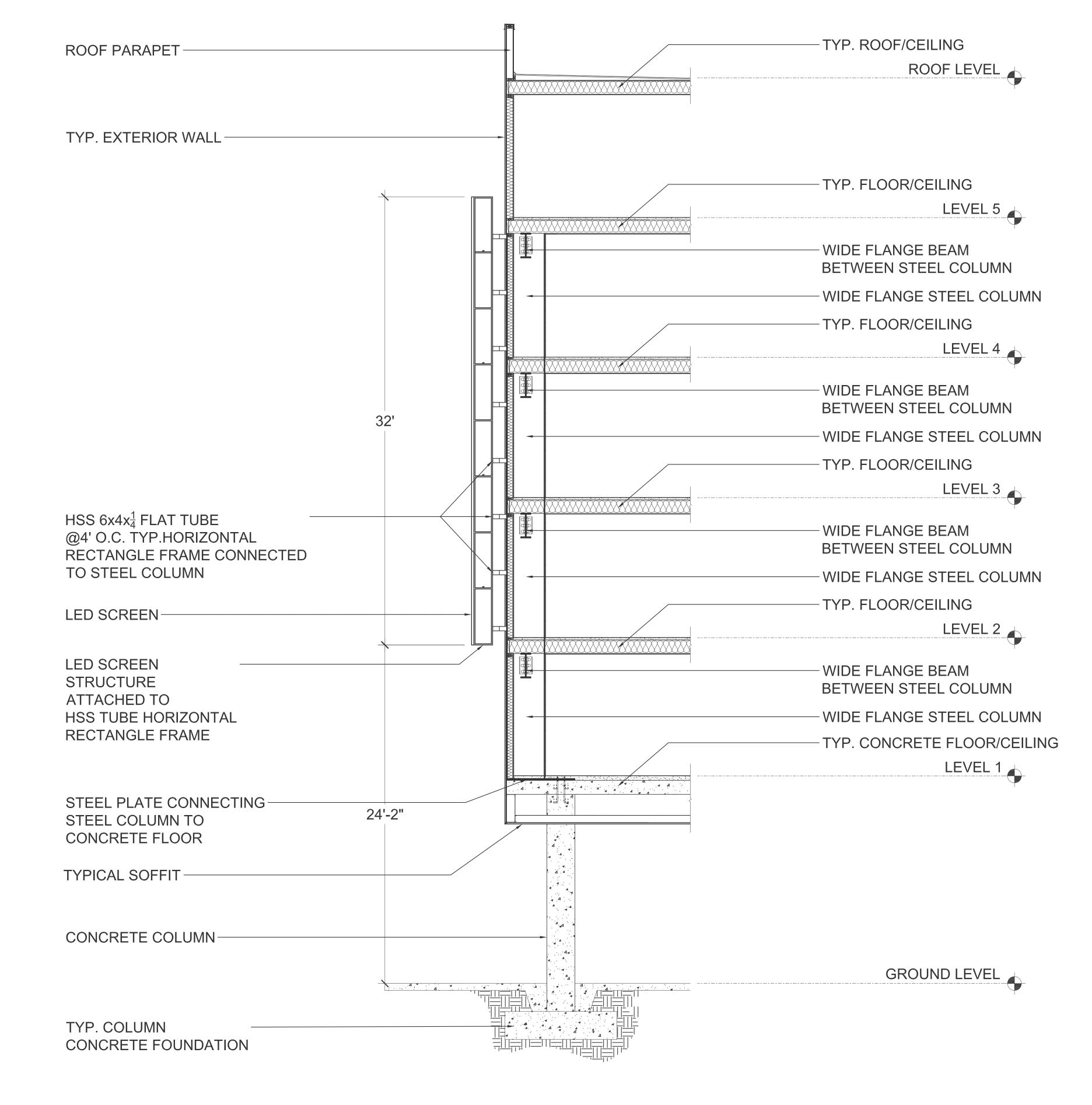
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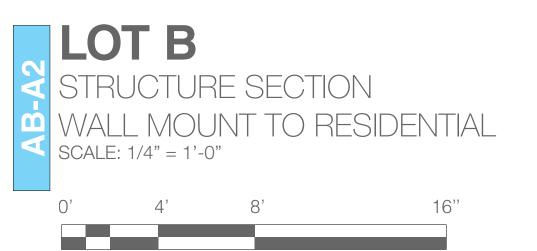




3 ATTACHED TO BUILDING STRUCTURE



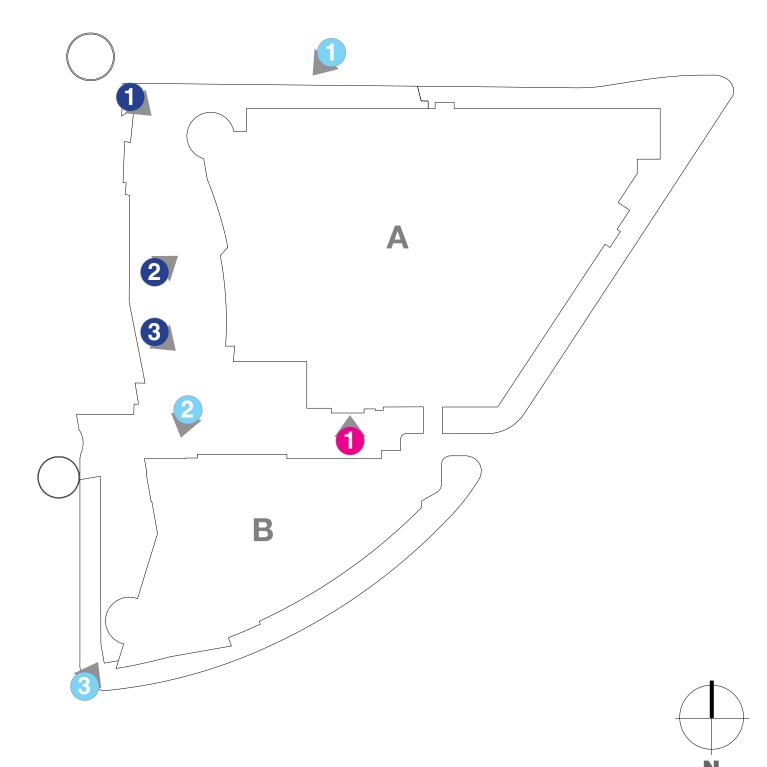


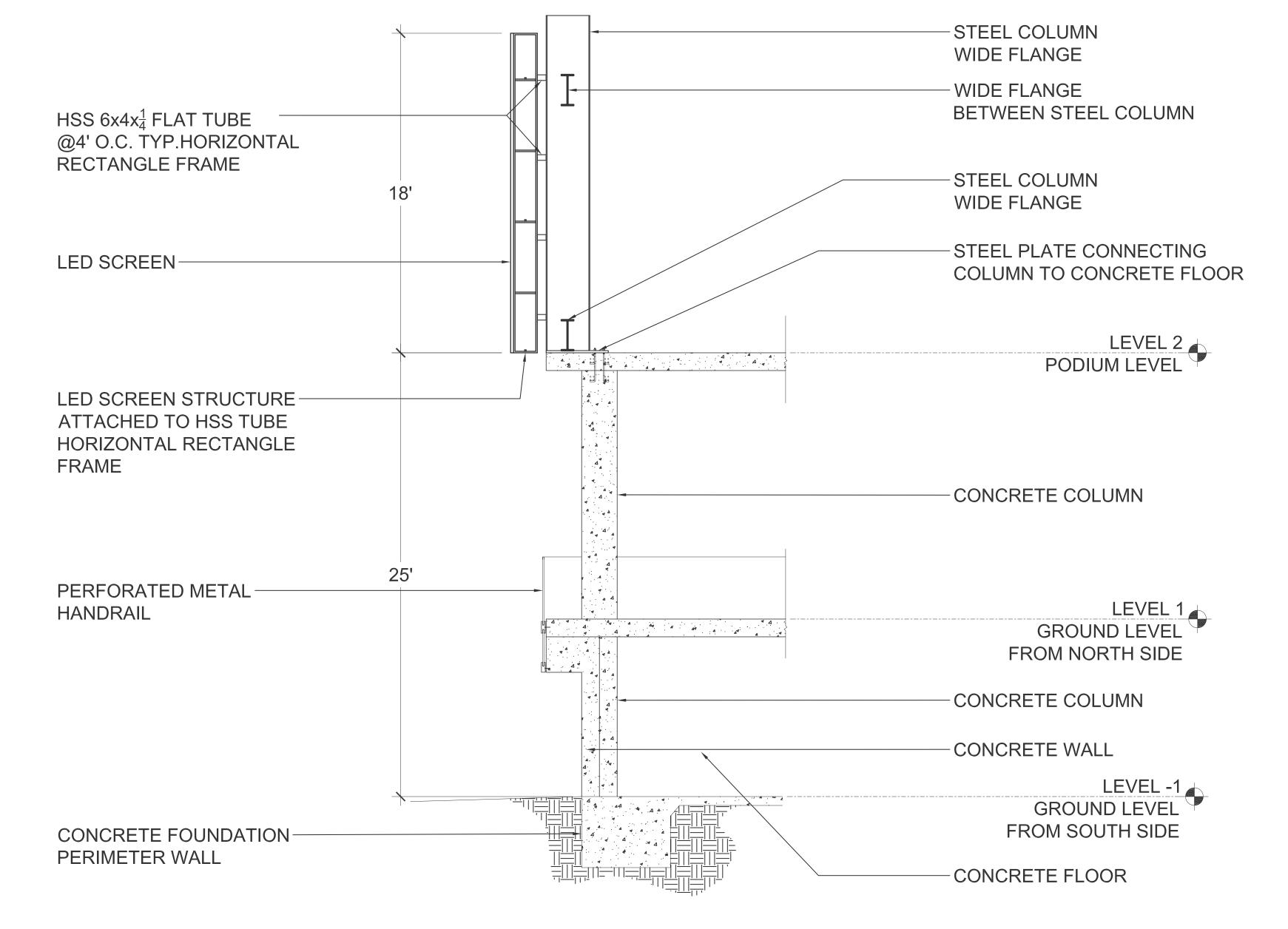


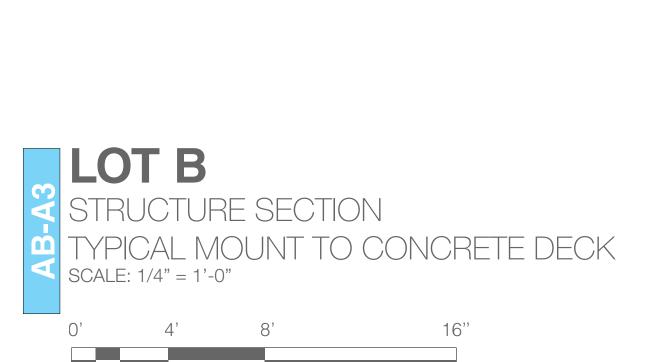


ATTACHMENT: WALL MOUNTED TO RESIDENTIAL STRUCTURE



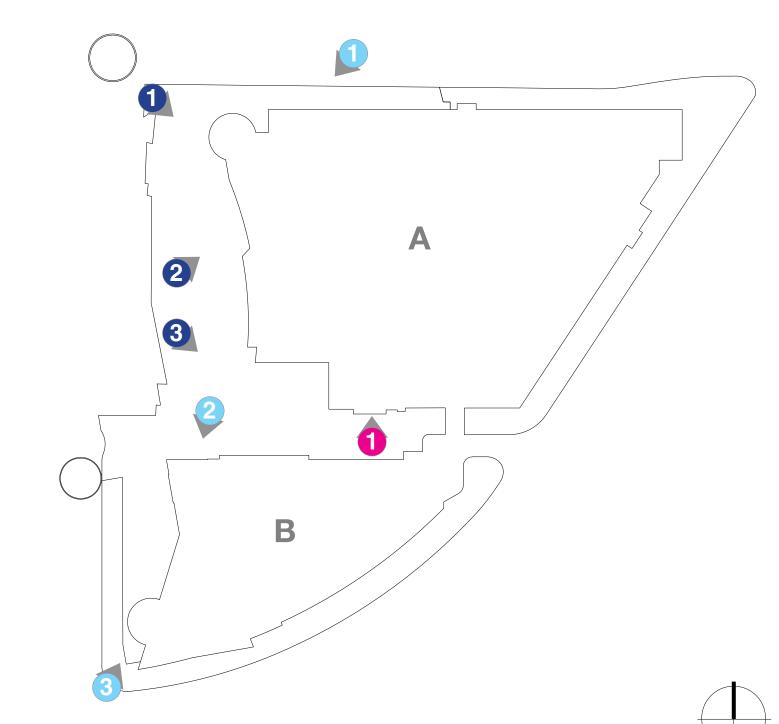








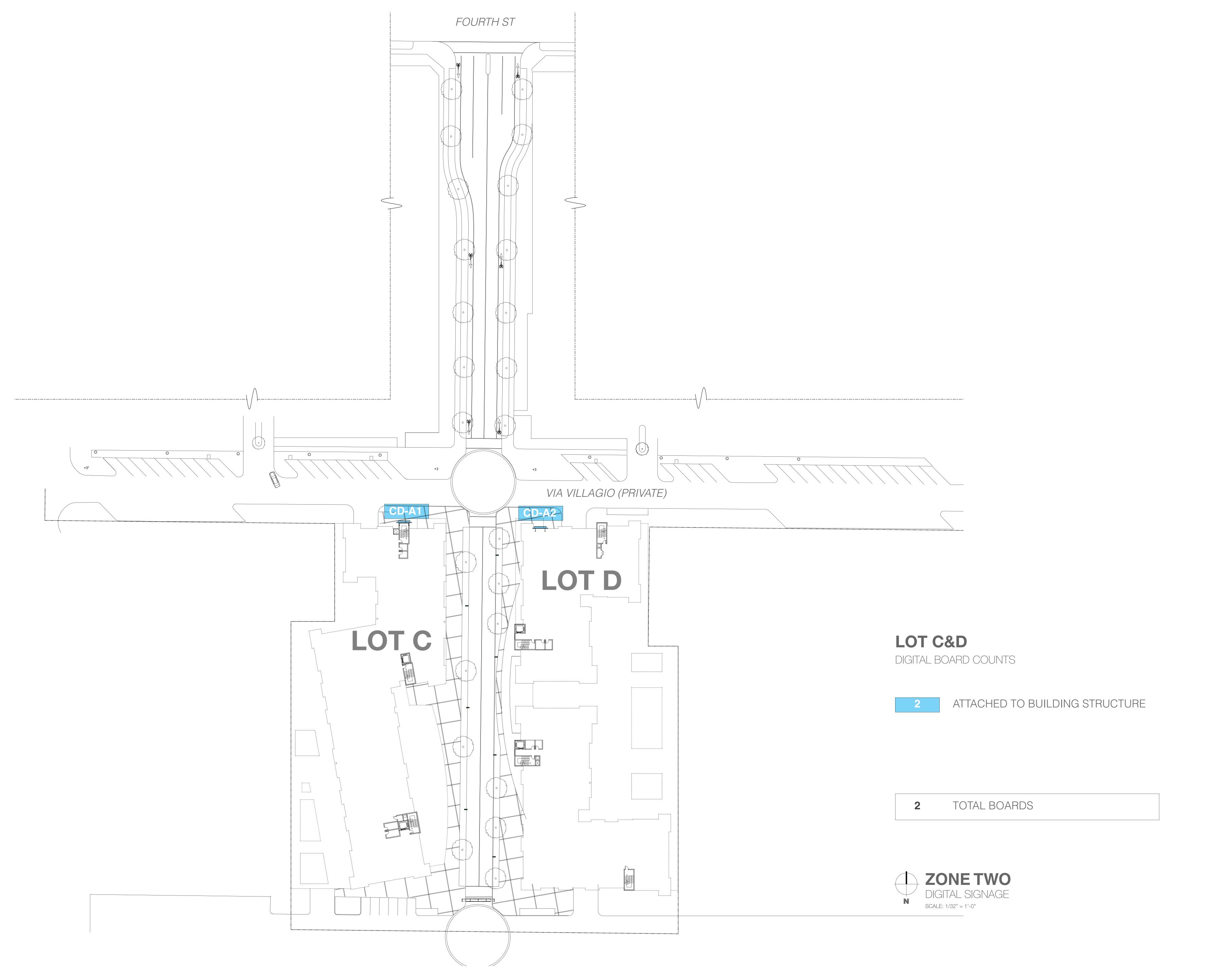
SIZE: 3 BOARDS (18' H X 32' W X 1'6" D) X2 BOARDS, ADDITIONAL ROUNDED BOARD IN-BETWEEN, 3'8" RADIUS 18' H 5'9" W X 1'6" D HEIGHT OFF GROUND: 25'-0" AREA: 1,255 SF ATTACHMENT: MOUNTED TO CONCRETE STRUCTURE



FREE STANDING STRUCTURE

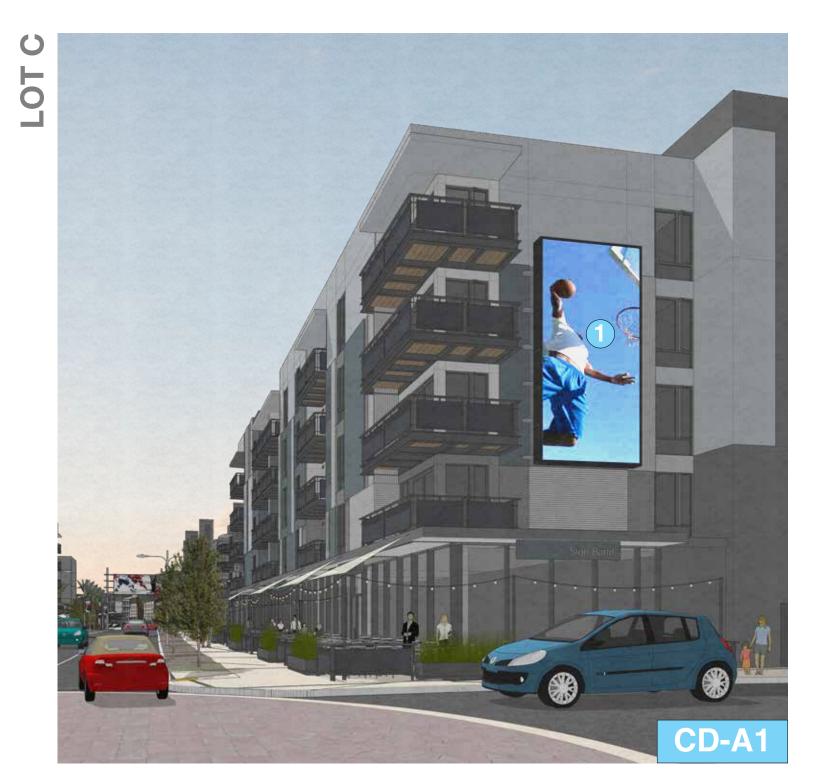
ATTACHED TO BUILDING STRUCTURE

ZONE TWO



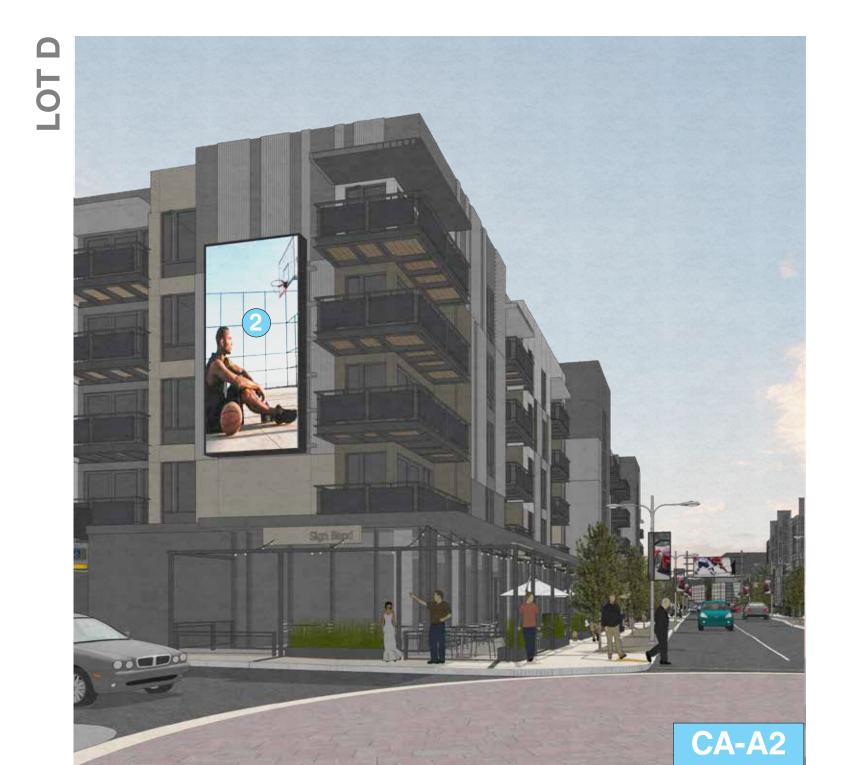
DEVELOPMENT STANDARDS

NOTE: ALL SIGN CONTENTS SHOWN IN THE IMAGES ARE PLACE HOLDER. SIGN DIMENSIONS AND AREA ARE ONLY ESTIMATES, AND MAY VARY SLIGHTLY UPON FINAL SELECTION OF LED SCREEN MANUFACTURER AND THEIR TYPICAL STANDARD SIZES.



SIZE: 24' H X 12' W X 1'6" D HEIGHT OFF GROUND: 22'-0"

AREA: 288 SF ATTACHMENT: WALL MOUNTED TO RESIDENTIAL STRUCTURE



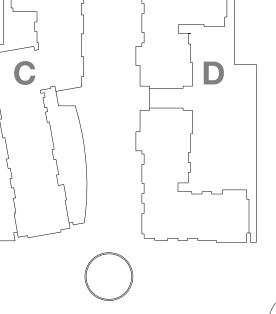
SIZE: 24' H X 12' W X 1'6" D HEIGHT OFF GROUND: 22'-0"

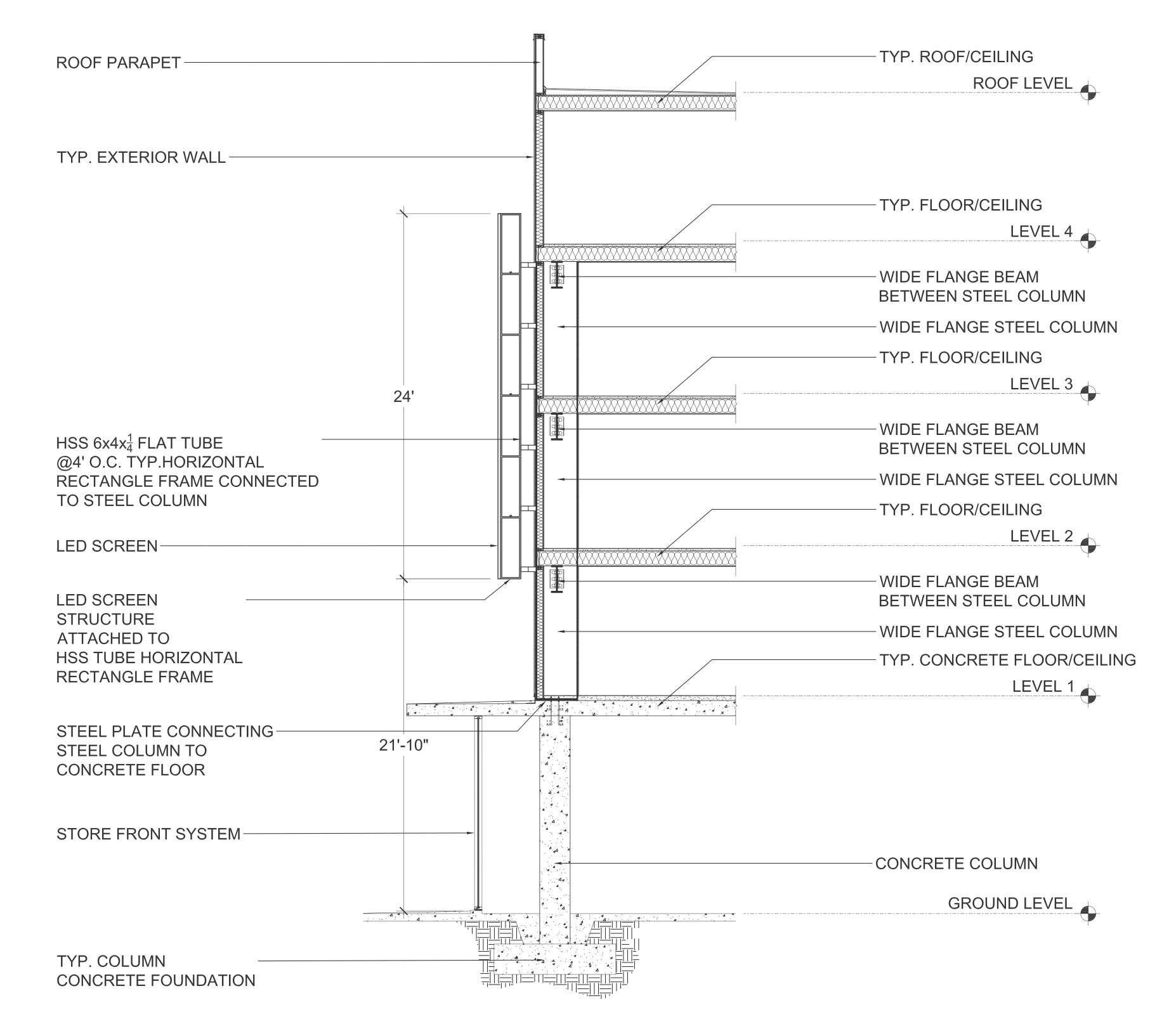
AREA: 288 SF ATTACHMENT: WALL MOUNTED TO RESIDENTIAL STRUCTURE





ATTACHED TO BUILDING STRUCTURE







SIZE: 24' H X 12' W X 1'6" D HEIGHT OFF GROUND: 22'-0"

AREA: 288 SF ATTACHMENT: WALL MOUNTED TO RESIDENTIAL STRUCTURE



SIZE: 24' H X 12' W X 1'6" D HEIGHT OFF GROUND: 22'-0"

AREA: 288 SF ATTACHMENT: WALL MOUNTED TO RESIDENTIAL STRUCTURE

ZONE TWO VIEWS LEGEND



ATTACHED TO BUILDING STRUCTURE

