

**CALIFORNIA COMMERCE CENTER SPECIFIC PLAN**  
**Ontario Auto Center Sign Program**

A master sign program has been prepared specifically for the Ontario Auto Center as one development, to ensure the provision for a high quality visual environment, project identity, cohesiveness and to address the desire for uniform conformance by all Auto Center dealerships. The sign program establishes general criteria for permanent signs including freestanding "monument" signs, wall signs, directional signs and pole mounted "product identity" signs. The sign program includes criteria for temporary signage intended for special sales, such as balloons, banners, and window signage.

**a. General Provisions:**

- (1) Signs will be allowed for the purpose of identifying the buildings, the premises, the uses, and special events.
- (2) All permanent signs are to receive the proper permits prior to construction.
- (3) Each new dealership shall submit a plan showing their entire permanent sign program prior to construction of the signs.
- (4) All signs shall be in compliance with the City of Ontario Municipal Code and all applicable adopted Codes and Plans.
- (5) All permanent signs shall be for the purpose of identification or direction only and shall not contain any advertising.
- (6) Temporary roof signs and/or promotional balloon signs are permitted only during specific time periods.
- (7) Billboards or wall-painted signs are not permitted.

**b. Freestanding Monument Signs**

- (1) Each parcel may have one freestanding monument sign to identify the dealership name or product. The sign may not contain any advertising.
- (2) The monument sign shall have a height/length ratio not to exceed 1:3 and a maximum height of sixty (60) inches.
- (3) The base of the sign is to be made of rough sandblasted concrete with rounded ends, eighteen (18) inches in height and should relate to the architectural style of the building with the use of similar materials.

- (4) The monument sign is to be located at the major public entrance to the site in an area which will not obstruct the vision of motorists so as to create a safety hazard. The sign will be perpendicular to the street, twenty (20) feet from the driveway and at least fifteen (15) feet from the street curb.
- (5) The monument sign is to be located in a landscaped planter having an area at least twice as large as the area of one face of the sign.

**c. Wall Signs**

- (1) Each dealership is allowed up to one (1) square foot of wall sign per lineal foot of building face most parallel to the street, up to a maximum of one hundred (100) square feet.
- (2) A dealership with three or more individual auto makes is allowed up to two (2) square feet of wall sign per lineal foot of building face most parallel to the street, up to a maximum of two hundred (200) square feet.
- (3) Wall mounted signs shall be channel letters/numbers, internally illuminated and a minimum of four (4) inches deep. Height of the letters may not exceed thirty-six (36) inches. All letters must be securely attached to the wall surface and may not extend beyond the roof line.
- (4) Permanent roof signs are not permitted.

**d. Directional Signs**

- (1) Only the following parking lot/directional signs will be allowed: "Enter", "exit", "Slow", "5 mph", "Caution", "Service Entrance", "Customer Parking", "Employee Parking" and "Body Shop" signs.
- (2) These signs shall be no more than two (2) feet by three (3) feet in dimensional area. Any such freestanding signs shall be a maximum of four (4) feet above grade unless it is attached to a building. Design shall relate to architectural style of building with the use of similar materials.
- (3) Other parking lot/directional signs, other than those required by law or other ordinances such as "Handicapped Parking Only" sign, are not permitted.
- (4) A maximum of one (1) sign may be permitted per driveway accessing a public street.
- (5) The directional sign will be installed on the dealership property at least fifteen (15) feet from the street curb.

**e. Pole Mounted "Product Identity" Signs**

- (1) "Product identity" signs which identify individual auto makes are to be mounted to auto display lighting poles and may consist of "banner" and/or flag style signs.
- (2) The maximum dimensions of "banner" style signs will be three (3) feet wide by six (6) feet long having no more than eighteen (18) inches extending on either side of the center line of the pole. The minimum ground clearance shall be a vertical distance of eight (8) feet measured from the bottom of the sign to the ground surface. "Banner" style signs shall be constructed of a high quality combination of metal and vinyl.
- (3) The maximum dimension of "flag" style signs will be three (3) feet wide by three (3) feet long mounted on the top of the pole. "Flag" style signs shall be constructed of a high quality combination of metal, vinyl, and/or nylon.
- (4) "Banner" and "flag" style product identity signs are to be replaced when they show signs of unattractive wear and/or fading as determined by the City. In any event, these signs must be replaced at least once every twelve (12) months.
- (5) Each dealership is limited to one (1) product identity sign per lighting pole on the first row of lighting poles parallel to the street curb of the dealership. No product identity signs are permitted on any other poles.

**f. Temporary Signs for Special Events**

- (1) The Auto Center Association, as a group, will be allowed temporary signage eight (8) time periods per year for special events including, but not limited to, the standard holiday sale periods of Presidents Day, Memorial Day, Fourth of July, and Labor Day. Each time period for the eight (8) special events sponsored by the Auto Center Association, as a group, will not exceed sixteen (16) days. Each special event time period must be separated from the previous event by at least fourteen (14) days.
- (2) Each individual auto dealership facility (not each auto make) will be allowed temporary signage two (2) time periods per year for special events. These two (2) special events are in addition to the eight (8) special events sponsored by the Auto Center Association, as a group. Each special event for individual auto dealerships may not exceed sixteen (16) days and must be separated from the previous event by at least fourteen (14) days.
- (3) Temporary signs are limited to banners, balloons, and/or window painted signs.
- (4) The maximum number of temporary banners is two (2) per dealership.

- (5) Painted window signs shall not exceed 50% of the window area or two hundred (200) square feet, whichever is less.
- (6) Inflatable objects such as a balloon larger than eighteen (18) inches in diameter, inflatable statuary, or "roof top" balloons will be allowed a maximum of four (4) special event time periods. Only one (1) such inflatable object will be allowed per auto dealership facility for a special event sponsored by the Auto Center Association, as a group.
- (7) Balloons smaller than eighteen (18) inches will be permitted only on Saturdays and Sundays and the following holidays: New Years Day, Presidents Day, Memorial Day, Fourth of July and Labor Day.
- (8) Each individual auto dealer is responsible for the removal of all helium filled balloons as permitted by the sign program on the respective dealership site by the end of the day in which balloons are authorized. No helium filled balloon shall be cut loose to fly freely; all helium filled balloons as permitted by the sign program shall be discarded in a designated trash bin or receptacle.
- (8) Sandwich boards, pennants, streamers, and any other sign types not covered in this Sign Program are not permitted.
- (9) All temporary signs must be removed within twenty four (24) hours following the completion of each special event.
- (10) No temporary signs are permitted anywhere within the Auto Center outside of special event time periods provided for in this Sign Program.
- (11) A permit for temporary signage must be obtained for each event, prior to placement of temporary signs by either the Auto Center Association or individual auto dealership facility.