



Sign Program Application Form

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

GENERAL INFORMATION

Business: Ontario Village - Stater Bros

Address: 646 W. Holt Boulevard Ontario, CA 91762

Phone: 909-733-5004

Email: property.management@staterbros.com

Business License No. _____ Exp. Date: _____

Applicant: Architectural Design and Signs

Address: 1160 Railroad Street Corona CA 92882

Phone: 909-330-6970 Email: lalfaro@ad-s.com

Applicant's Representative: Louisa Alfaro

Address: 1160 Railroad Street Corona CA 92882

Phone: 909-330-6970 Email: lalfaro@ad-s.com

For Staff Use Only

File No.: PS&P24-001

Related Files: _____

Submitted: 3/15/24

Rec'd By: AA

Fees Paid: \$ 1,602.00

Cash Check (# _____)

Credit Card

Receipt No.: 351816

Action:

Approved Denied

By: [Signature]

PROJECT INFORMATION

Address: 646 W. Holt Boulevard Ontario, CA 91762

Assessor Parcel No(s): _____

Development Name: _____

Zone: _____

Is the project site located within the Downtown District (Note: The Downtown District is bordered by "I" Street on the north, Vine Avenue on the west, railroad tracks (immediately south of Emporia Street) on the south, and Sultana Avenue on the east)? Yes No

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.

Date: 2/23/2024 Signature: Louisa Alfaro Digitally signed by Louisa Alfaro
Date: 2024.02.23 07:29:42 -08'00'
Name (print or type): Louisa Alfaro

PROPERTY OWNER OR APPROVING AGENT ACKNOWLEDGEMENT

I, the undersigned, certify and say that I am the owner, approving agent, for the property in the foregoing application, that I have read the foregoing application and know the content thereof, and agree to the filing of this application with the City of Ontario.

Date: 2/23/2024 Signature: Louisa Alfaro Digitally signed by Louisa Alfaro
Date: 2024.02.23 07:37:22 -08'00'
Name (print or type): Louisa Alfaro
Address: 1160 Railroad Street Corona, CA 92882
Phone: 909-330-6970

SIGN PROGRAM COVER SHEET

TO BE COMPLETED BY PLANNER:

SIGN PLAN NO. 89-49 RELATED ITEMS 3390-S
 SIGN ADDRESS (include N, S, E, W) _____
 RECEIVED BY _____ DATE _____

TO BE COMPLETED BY APPLICANT:

OWNER See Attached TELEPHONE _____
 MAILING ADDRESS _____
 CITY, STATE, ZIP _____
 REPRESENTATIVE _____ TELEPHONE _____
 MAILING ADDRESS _____
 CITY, STATE, ZIP _____

BACKGROUND INFORMATION

ZONE: _____ EUCLID OVERLAY DISTRICT? YES NO
 FRONTAGE: SITE: _____ BUILDING/TENANT SPACE: _____
 SIDE FRONTAGE (CORNER LOT): SITE: _____ BLDG/SPACE: _____
 REAR (PUBLIC ENTRANCE FROM ALLEY/PARKING LOT): _____
 SITE/SURROUNDING PROPERTY CONDITIONS: _____

PROPOSED/EXISTING SIGNS

	WALL (s.f.)	FREESTANDING (s.f.) (height)	OTHER (Master ID, Freeway, etc.)
EXISTING SIGNS			
PROPOSED SIGNS			
CODE LIMITS			

PROPOSED SIGN LOCATION NOTES: of sign program was not
approved in 2/22/88 of sign program
(89-49) was approved 4/10/87 for
sign program program

ACTION

COUNTER	PLANNING COMMISSION
DATE: _____	MEETING DATE: _____
ACTION: _____	ACTION: _____
PLANNER: _____	PLANNING DEPT APPROVED
	Permit No. <u>PSGP24-001</u>
	By: <u>[Signature]</u>
	Date: <u>3/29/88</u>

SIGN PLAN COVER SHEET

APPLICANT RILEY/PEARLMAN (ONTARIO VILLAGE REDEVELOPMENT PROJECT)

MAILING ADDRESS 646 W. Holt Blvd.

TELEPHONE _____

REPRESENTATIVE John Howenstine Inc.

MAILING ADDRESS 3188 Airway Ave. Costa Mesa, Ca

TELEPHONE _____

SIGN PLAN NO. _____

ADDRESS _____

RECEIVED BY KH

DATE 7/22/88

RELATED ITEMS 2570

BACKGROUND INFORMATION

ZONE: MC1 EUCLID/HOLT OVERLAY DISTRICT? YES NO _____

FRONTAGE: SITE: _____ BUILDING/TENANT SPACE: _____

SIDE FRONTAGE (CORNER LOT): SITE: _____ BLDG/SPACE: _____

REAR (PUBLIC ENTRANCE FROM ALLEY/PARKING LOT): _____

SITE/SURROUNDING PROPERTY CONDITIONS: _____

PROPOSED/EXISTING SIGNS

	WALL (s.f.)	FREESTANDING (s.f.) (height)	OTHER (Master ID, Freeway, etc.)
EXISTING SIGNS			
PROPOSED SIGNS			
CODE LIMITS			

PROPOSED SIGN LOCATION NOTES: _____

ACTION

COUNTER	PLANNING COMMISSION
DATE: _____	MEETING DATE: _____
ACTION: _____	ACTION: _____
PLANNER: _____	_____

Riley/Pearlman
C O M P A N Y

February 22, 1988

Mr. Ken Hunter
Planning Department
City of Ontario
303 East "B" Street
Ontario, CA 91764

RE: Ontario Village - Sign Plan

Dear Ken:


This letter is to inform you that we, as the owners of the shopping center, are in agreement that the major tenants (Stater Brothers, Payless Drug Stores, and any other tenant we so designate within the center) shall have the right to install their facia sign in accordance with their corporate logo. In essence, we treat the major tenants and many of the national chains differently from the rest of the shopping center. The majority of the center, i.e., small tenants, are restricted in terms of sign requirements in accordance with the sign criteria which we developed and submitted to the City of Ontario as a part of our project. As you can well imagine, the national chains and the major tenants have created a corporate logo and/or image which quite often is reflected by the letter style, type font, color and size of their specific sign. It is our intention to allow each major tenant to have the sign they request, so long as we have the opportunity to approve each of these signs prior to installation.

To that end, we have approved the Stater Brothers and Payless Drug Stores signs and have no problem with the sign style they have submitted to the City of Ontario.

Should you have any questions, please do not hesitate to call.

Sincerely,

RILEY/PEARLMAN COMPANY


Arthur L. Pearlman
ALP/sa

cc: Tim Steinhaus
Bill Mitchell

6/18/11, 11/27/11, 12/23/17

REVISED PROGRAM
approved 12/23/17

SIGN CRITERIA
ONTARIO VILLAGE

The purpose of the attached criteria is to establish sign standards necessary to insure maximum Tenant identification within an overall harmony of design for the total business center.

The criteria has been designed to give Tenants a considerable amount of flexibility in personalizing their own store and at the same time allow for maximum creativity in sign design. However, since deviations from the broad criteria would be an injustice to all other Tenants who comply, conformance to the criteria will be strictly enforced. In the interest of the center, any installed non-conforming or unapproved signs shall be brought into conformance at the expense of the Tenant.

A. GENERAL REQUIREMENTS

1. Each Tenant shall submit or cause to be submitted to the Developer for approval before fabrication at least four copies of detailed drawings indicating the location, size, layout, design and color of the proposed signs, including all lettering and/or graphics. All signs shall be reviewed by the Owner for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on esthetics of design shall remain the sole right of Owner.
2. All permits for signs and their installation required by the County or City shall be obtained by the Tenant or Tenant's representative prior to installation.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications.
4. All signs shall be constructed and installed at Tenant's expense.

B. GENERAL SPECIFICATIONS

1. Tenant shall be responsible for the installation and maintenance of all signs. Illumination of signs may be during business hours only.
2. Wordings of signs shall not include the product sold except as part of the Tenant name or insignia.
3. Tenant's sign contractor shall repair any damage to any work caused by his actions.
4. The Tenant shall be fully responsible for the operations of his sign contractor.

MAR 28 2024

City of Ontario
Planning Department

Sign Criteria
Ontario Village
Page 2

5. No audible, flashing or animated signs will be permitted.
6. No projections above or below the sign panel will be permitted. Sign must be within dimensional limits as indicated on the attached drawings.
7. No script or other style of letter than that detailed will be permitted on sign panels unless it is part of an established trademark of the Tenant. used on other locations.
8. Under-canopy signs shall be restricted to a maximum of 4 square feet of sign area, maximum height of 12 inches and a maximum width of 48".
9. Each Tenant shall have maximum 1.0 square foot of signage per lineal foot of building frontage, and maximum letter height is 18" for tenant with storefront up to 45 lineal feet, 24" for tenant with storefront more than 45 lineal feet, and 6'-0" for major tenant (any tenant occupying 30,000 square feet or more is a "major tenant"), subject to Owner/Landlord approval.
10. Electrical service to all signs will be connected to Tenant's meter.

Updated
2024-03-28

C. CONSTRUCTION REQUIREMENTS

1. Letter fastening and clips are to be concealed and be of galvanized, stainless aluminum, brass or bronze metals. Letters may be attached with approved adhesives.
2. No labels will be permitted on the exposed surface of signs, except those required by local ordinance which shall be placed in an inconspicuous location.
3. Tenants shall have identification signs designed in a manner compatible with and complimentary to adjacent and facing storefronts and the overall design concept of the center.
4. Design, layout and materials for Tenants signs shall conform in all respects with the sign design drawings included with this criteria. The maximum height for letters in the body of the sign shall be as indicated in these documents.
5. All penetrations of the building structure required for sign installation shall be sealed in a water-tight condition and shall be patched to match adjacent finish.

D. MISCELLANEOUS REQUIREMENTS

1. Each Tenant shall be permitted to place upon each entrance of its demised premises not more than 144 square inches of gold leaf or decal application lettering not to exceed two inches in height, indicating hours of business, emergency telephone numbers, etc.

MAR 28 2024

City of Ontario
Planning Department

Sign Criteria
Ontario Village
Page 3

2. Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive material, shall be affixed or maintained upon the glass panes and supports of the show windows and doors or upon the exterior walls of buildings without the written previous approval of the landlord.

3. Each Tenant who has a non-customer door for receiving merchandise may have uniformly applied on said door in location, as directed by the Project Architect, in three (3) inch high block letter, the Tenant's name and address. Where more than one tenant uses the same door, each name and address shall be applied. Colors of letters shall match Ameritone #189A Dark Brown.

4. Contractors installing signs are to be State registered contractors and are to have a current city business license.

E. SIGN TYPES

SIGN TYPE A

Double faced Pylon sign with center identification and two panels for major Tenant identification. Interior illuminated. See exhibit.

SIGN TYPE A-1

Double faced low-level sign with two panels for major Tenant identification. Interior illuminated. See exhibit.

SIGN TYPE B

Double faced low-level sign for pad user at the corner of Holt Boulevard and San Antonio Avenue. Interior illuminated. See exhibit.

SIGN TYPE C

Internally illuminated individual channel letters are standard for strip Tenant users. Channel letters shall have translucent plexiglass faces: color open to Tenant, subject to Owner approval. Sizes shall be determined as follows: 1.0 square foot of signage per lineal foot of building frontage, and width not to exceed 75% of said frontage, and maximum letter height is 18" for tenant with storefront up to 45 lineal feet, 24" for tenant with storefront more than 45 lineal feet, and 6'-0" for major tenant, subject to Owner/Landlord approval. See exhibit on Sheet 9.

SIGN TYPE D

Double faced sandblasted wood arcade sign. Colors and design open to Tenant, subject to Owner approval. Four square feet maximum size, hung from chain perpendicular to store entry.

Updated
2024-03-28

Sign Criteria
Ontario Village
Page 4

GENERAL NOTE

No signs allowed on North elevations except as approved by the City of Ontario for Pad Building at the corner of San Antonio Avenue and Holt Boulevard.

OWNER:

Inmark Investments
11640 San Vicente Blvd. #202
Los Angeles, California 90049
Ph: 213/207-6082

SIGN CONTRACTOR

John Howenstine, Inc.
3188 "J" Airway Avenue
Costa Mesa, California 92626
Ph: 714/557-4064

Rev: 11/3/87



July 27, 1987

Bill Mitchell
11640 San Vicente Boulevard, Suite 202
Los Angeles, CA 90049

RE: Sign Program-Ontario village Redevelopment Project.

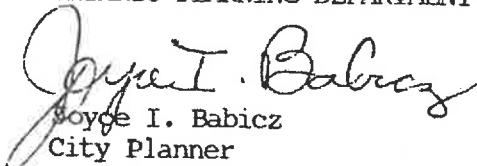
Dear Mr. Mitchell:

Pursuant to your meeting with staff on July 22, 1987 regarding the sign program for the Ontario Village Redevelopment Project, the following Conditions were agreed upon and are to be included with your finalized sign program.

1. Tenant monument (freestanding) signs are not permitted, except for the El Pollo Loco monument sign.
2. The Master Identification sign proposed along San Antonio Avenue shall not exceed seven (7') feet in height or have an area more than fifty (50) square feet on any face.
3. The Master Identification sign along Holt Boulevard is acceptable as proposed (i.e. not to exceed 16',6" in height or have an area of more than 100 square feet on any face.
4. No freestanding sign shall be located in any required setback area (i.e. ten 10' foot setback along Holt Boulevard and San Antonio Avenue), unless expressly authorized by the Planning Commission.
5. The double faced arcade signs shall have a clear space of not less than eight (8') feet between the bottom of the sign and walkway.

Sincerely,

ONTARIO PLANNING DEPARTMENT


Joyce I. Babicz
City Planner

PK:da

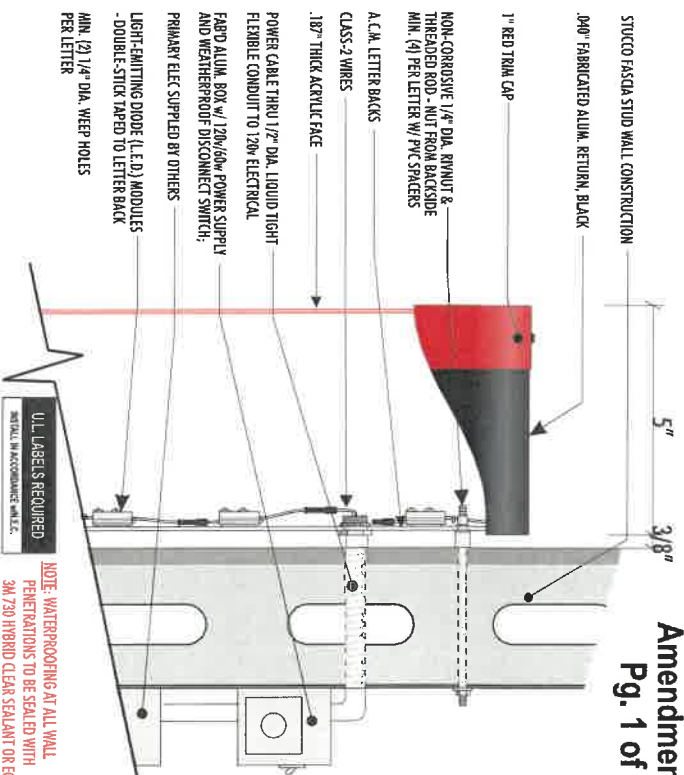
cc: John Howenstine
3188 "J" Airway Avenue
Costa Mesa, CA 92626

MAR 28 2024

City of Ontario
Planning Department

Ontario Village Sign Program Amendment 2024-03-13 Stater Bros, Store #108

Stater Bros, as a major tenant in Ontario Village, per this amendment to the Sign Program, is allowed:
One (1) Primary ID Sign, at 6'-0" height, and three (3) Ancillary Signs, at 18" height, in accordance with their branded identity standard, which is harmonious with the building architecture and the community based nature of their business.



A CHANNEL LETTER SECTION AT BUILDING WALL, TYPICAL
SCALE: NTS



1 SOUTH/FRONT ELEVATION, PROPOSED UPDATE
SCALE: 1" = 25'-0" (When printed sheet size is 11"x8-1/2")



ARCHITECTURAL DESIGN & SIGNS, INC.
SIGNAGE + DIGITAL SOLUTIONS
1.800.862.3202 | WWW.AD-S.COM
1160 RAILROAD STREET • CORONA, CA 92882
5470 WYNN ROAD #600 • LAS VEGAS, NV 89118
SAN FRANCISCO, CA & SAN DIEGO, CA

Client:
STATER BROS.
markets
PO Box 150
Attn: Construction Accounting
San Bernardino, CA 92402

Project:
STATER BROS.
markets
#108
646 W. Holt Boulevard
Ontario, CA 91762

Ontario Village Sign Program Amendment

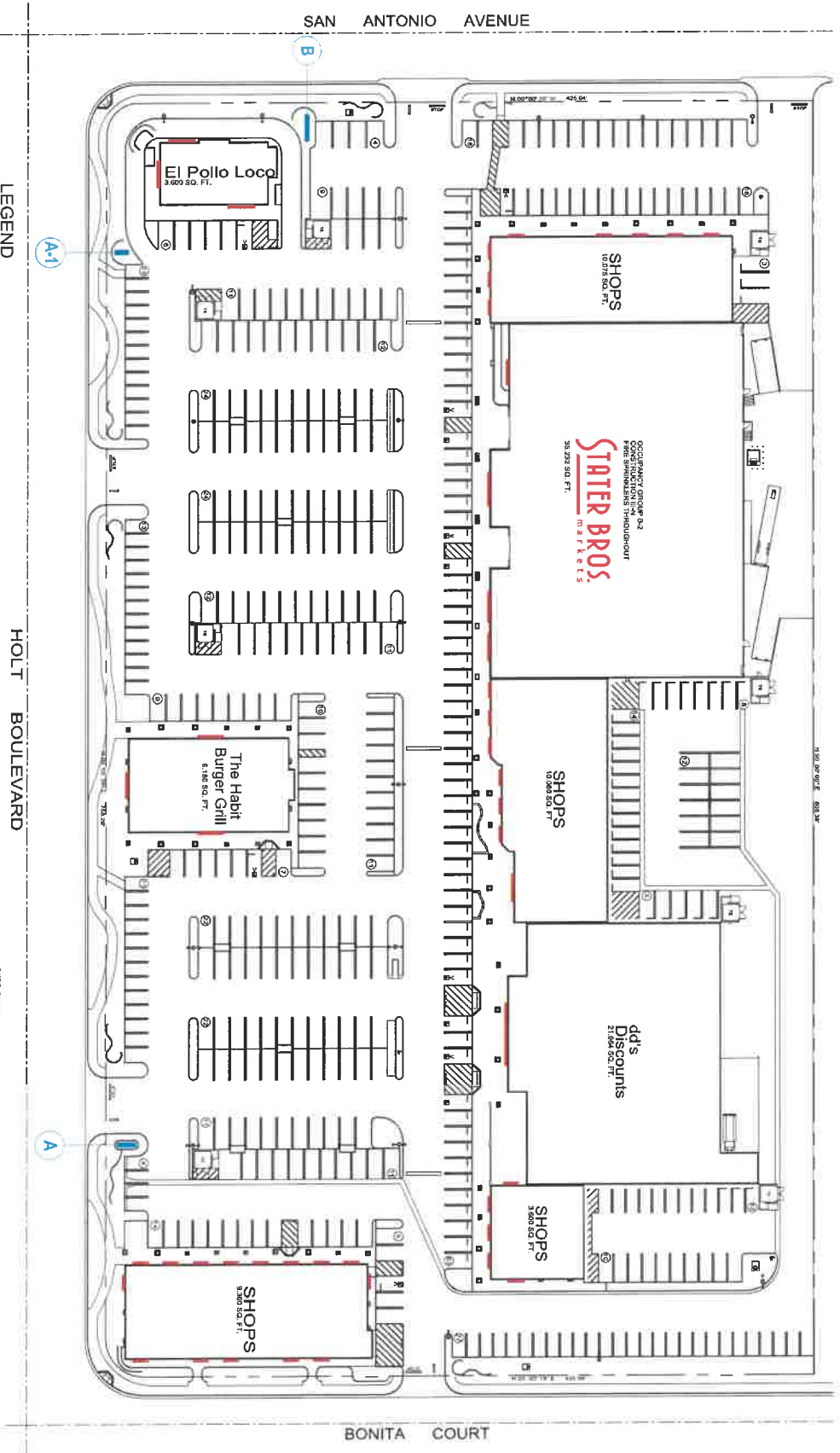
2024-03-13

PLAN SHEET
APPROVAL

MAR 28 2024

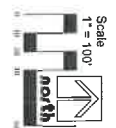
City of Ontario
Planning Department

Amendment
Pg. 2 of 2



- LEGEND**
- TRASH COMPACTOR
 - TRANSFORMER
 - GREASE INTERCEPTOR
 - LIGHT STANDARDS
 - ACCESSIBLE PARKING
 - ACCESSIBLE VAN
 - FIRE HYDRANT
 - GAS METER
 - TRASH ENCLOSURE
 - RETURN SHOPPING CARTS
 - FREESTANDING SIGNS (Type A-1 & B Per Sign Criteria)
 - BUILDING SIGNS (Type C per Sign Criteria)

ONTARIO VILLAGE
SITE PLAN
648 WEST HOLT BOULEVARD, ONTARIO, CALIFORNIA 91763
APN : 1048-591-29
SITE SUMMARY:
TOTAL LAND AREA 373,984 SQ. FT.
TOTAL BUILDING AREA 100,017 SQ. FT.



1 **ONTARIO VILLAGE SITE PLAN**
SCALE: 1" = 100'-0" (when printed sheet size is 11" x 8-1/2")

Invoice Detail

Permit ID #: PSGP24-001

Invoice #: 410141

Invoice Date: 03/19/2024 16:43:23

Period	Fee Item
FINAL	Planning Director Review
FINAL	Sign Program - Admin Approval

Qty	Fee
706.55	\$706.55
906.14	\$906.14

Total Fee: \$1,612.69

RECEIPT

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

Application: PSGP24-001
Application Type: Planning/PLANNING/PLANNING/SIGN PROGRAM
Address: 646 W HOLT BL, ONTARIO, CA 91762

Receipt No.	351816					
Payment Method	Ref Number	Amount Paid	Payment Date	Cash Drawer ID	Received	Comments
Credit	online-20240322-11.1	\$1,612.69	03/22/2024			

Work Description: An amendment to sign program 6 (PSGP89-049) to allow for additional signage for major tenant 'STATER BROS' located at 646 West Holt Boulevard